

NEWSLETTER - February 6, 2001
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Feature Paper

Strategic Global Segmentation in World Competition: Theoretical Model Building and Applications

This paper was presented by Kawsar Salama, a management consultant of Global Team for Consulting and Training, at the 31st Annual Meeting of the Decision Sciences Institute in Orlando, Florida, on November 18-21, 2000.

The emergence of "the globalization of markets" has resulted in the issue of "global segmentation." The literature supports the view that global segmentation is vital to the success and survival of global companies. How one should segment the external global marketing environment (social, economic, legal/political, competitive and technological forces) is an important question. It requires an understanding of the similarities and differences of the marketing environment within countries and across the countries.

Of particular interest to the present study was the concept of global segmentation and its importance to the issue of standardization and adaptation of the marketing programs and processes. The standardization issue has two aspects, the standardization of marketing programs (product, price, promotion, channels of distribution) and the standardization of marketing processes (the tools which aid in program development and implementation), (Sorenson & Weichman 1975, Walters 1985, Kreutzer, 1988 & Jain, 1989). Also, the standardization is a matter of degree (Buzzell, 1968 & Jain 1989).

To read this entire paper on market segmentation, visit our Web site at http://www.sbaer.uca.edu/Research/2000/DSI/pdffiles/papers/v1_164.pdf

Tip Of the Week

"Criteria for Targeting"

After segmenting the market according to one or more of the variables described, it is necessary to create a product-market profile. The basic questions to be answered can be summarized as the nine W's:

- Who buys our product?
- Who does not buy our product?
- What need or function does our product serve?
- What problem does our product solve?
- What are customers currently buying to satisfy the need or solve the problem for which our product is targeted?
- What price are they paying for the product they are currently buying?
- When is our product purchased?
- Where is our product purchased?
- Why is our product purchased?

Any company must answer these critical questions to successfully target new market segments. Each answer provides input into decisions concerning the four Ps (product, price, promotion, place). Remember, the general rule in marketing is that, if a company wants to penetrate an existing market, it must offer more value than competitors--better benefits, lower prices, or both. With this profile in hand, marketers then utilize three basic criteria for assessing opportunity in global target markets: current size of the segment and anticipated growth potential, competition, and compatibility with the company's overall objectives and the feasibility of successfully reaching a designated target.

"Global Marketing," Keegan, W. J., and Green, M. S., Prentice-Hall, Inc., 2000, page 257.

Call For Papers

19th Annual Entrepreneurship Education Forum

The "Go for the Goal" conference will be held on November 3-6, 2001, in Salt Lake City, Utah. The conference will focus on potential entrepreneurs of all ages and the role that entrepreneurship education and training plays in preparing them to create and operate successful business enterprises. Come to share your innovative entrepreneurship programs, ideas, techniques, and products with colleagues nationwide. If you are an outstanding education or service provider (and we know you are), and provide an entrepreneurship program in K-12, junior/community college, four-year college, adult education, or community-based organizations we encourage you to submit a proposal. Themes for the 2001 conference are:

- Developing the entrepreneurial mindset in youth and adults.
- Sharing "pace-setter" activities/ implementation strategies.
- Moving beyond the classroom/ making entrepreneurship a reality.
- Showcasing startup strategies for different types of business opportunities.
- Spotlighting model entrepreneurship programs and related career guidance.
- Integrating entrepreneurship and supporting standards-based education.

Submission deadline for papers: **March 15, 2001**

For more details on the this conference, visit www.entre-ed.org/slc-for.htm

Call For Papers

Journal of Global Business

The Journal of Global Business invites authors from the business, government, and academic communities to contribute articles on domestic or international business topics for possible publication in upcoming issues. JGB accepts manuscripts from a wide variety of disciplines employing many different styles of writing. Articles from all major disciplines of business (accounting, economics, finance, management, marketing, and computer science) and global strategies are appropriate. Related political science topics (political risk), public administration, and global implications of disciplinary topics are welcome.

For further information on this conference, visit www.sbaer.uca.edu/Docs/Bulletins/JGB2001.htm

Call For Papers

International Academy of Linguistics, Behavioral, and Social Sciences

Scholars and practitioners are invited to submit competitive papers for presentation at the 2001 annual meeting of the International Academy of Linguistics, Behavioral and Social Sciences, to be held in Cancun, Mexico, on November 14-18, 2001. All topics in anthropology, art education and history, communication, languages and literature, psychology, sociology, socio-cultural studies, and their global implications are appropriate. We also need session chairpersons and discussants for papers, and we encourage you to organize sessions, convene panel discussions, and workshops.

Submission Deadline: **May 15, 2001**

For further information on this conference, visit www.sbaer.uca.edu/Docs/bulletins/IALBSS2001.htm

Call For Papers

Association for Global Business

Global scholars and practitioners are invited to submit competitive papers for presentation and publication at the 2001 annual meeting of the Association for Global Business to be held in Cancun, Mexico, on November 14-18, 2001. All topics in business disciplines (accounting, finance, international business, management and marketing), economics, management information systems and computer science, political science, and global strategies are appropriate. We also need session chairpersons, and we encourage you to organize sessions and convene panel discussions.

Submission Deadline: **May 15, 2001**

For further information on this conference, visit www.sbaer.uca.edu/Docs/bulletins/AGB2001.htm

Announcement

Innovation Fellowship Opportunity--Rose-Hulman Ventures

Rose-Hulman Ventures (RHV, also known as Ventures) is actively seeking 2-3 entrepreneurs, post-doc, or other distinguished individuals for a period of up to one-year to work in our technology based business incubator. Individuals with technical and/or business management background are needed to assist resident and affiliate clients achieve commercial success. Additionally, the fellowship is designed to provide encouragement and resources to fellows so that they can pursue their own technology based business idea(s). The stimulation and experience gained by working with entrepreneurs and our own staff of technical experts and business professionals is expected to help fellow's fast track their own business ideas.

For more information about this announcement, please visit www.rhventures.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 **International Council for Small Business (ICSB)** members and the **Association for Small Business and Entrepreneurship (ASBE)** members.
 - If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>
 - If interested in becoming a member of ASBE, contact Patti Wilber at plwilber@nwsu.edu
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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
 - **Richard Armstrong** -- Graduate Assistant -- E-mail: rea7401@cub.uca.edu
 - **Joe Childers** -- Graduate Assistant -- E-mail: jwc478@yahoo.com
 - **Rebecca Cunliffe** -- Student Intern -- E-mail: rdc0386@cub.uca.edu
 - **Mark Vogel** -- Student Intern -- E-mail: mpv0447@cub.uca.edu
 - **Jill Killion** -- Student Intern -- E-mail: jjk3542@cub.uca.edu
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