

NEWSLETTER - March 13, 2001

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In This Issue:

1. [Feature Paper](#) - Effective Trust Building Strategies for Electronic Commerce
 2. [Tip of the Week](#) - Fitting into the Net
 3. [Call for Papers](#) - Society for Marketing Advances
 3. [Conference](#) - The Little Rock Conference on Customer Service
 4. [Conference](#) - Joint International Summit on Community & Rural Development
 5. [Conference](#) - Technological Entrepreneurship in the Emerging Regions of the New Millennium
 6. [Conference](#) - IntEnt2001-Internationalizing Entrepreneurship Education and Training
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Feature Paper

Effective Trust Building Strategies for Electronic Commerce

This paper was presented by Dieter Fink, from Edith Cowan University, at the 45th International Conference on Small Business (ICSB) World Conference 2000 at Brisbane, Australia, on June 7-10, 2000.

The paper identifies strategies for developing trust in order to exploit the potential of electronic commerce (e-commerce) to the fullest. It discusses the need for trust and the many different natures of trust found in consumer-to-business and business-to-business e-commerce. Three major strategies for building e-commerce trust are identified, namely security and control, trust evolution and forms of trust. Each strategy is outlined and evaluated. It is argued that the 'forms' that suggest trustworthiness are the main determinants of whether or not someone will trust and interact with an Internet site. Research has shown that the six forms that communicate trust are brand, navigation, fulfillment, presentation, up-to-date technology, and logos of security-guaranteeing firms. The paper provides small business with an effective approach to change the potentially chaotic Internet environment to one of trustworthiness.

To read this entire paper on trust building on the Net, visit our Web site at <http://www.sbaer.uca.edu/Research/2000/ICSB/013FINK.PDF>

Tip Of the Week

"Fitting into the Net"

Small businesspeople who want to use the Net for marketing their goods and services need to know a number of facts. Two of the most important relate to informality and the use of gifts.

Informality--Research shows that many people use the Internet from their homes or small businesses at night and weekends, as well as during the day. During these periods individuals are very relaxed and informal--and this is the way much of the communication on the Net takes place. Advertisements, press

releases, and product/service offerings need to be presented in friendly, informal term. A good example is the names small businesses use when advertising on the Net. The most successful small firms have names that clearly indicate who they are and what they do. For example, "Jones & Associates" tells people nothing about the firm. Potential customers are unlikely to "visit" this Internet site because it does not sound attractive. In contrast, a small company on the WWW called lobsterdirect sells fresh lobster. The name clearly identifies the company's product and has been very successful in generating sales. The firm's informal name clearly relates what it does: sells lobster directly to customers. Anyone wanting more information simply can dial its Internet address (www.lobsterdirect.com), read its menu and price list, and make a decision. To choose a good name, one writer recommends the following:

- Make sure your name tells what you do.
- Make your name expandable so that it can incorporate additional goods and services.
- Avoid name trends that will soon become passé.
- Make it an easy name to remember.
- Make it a name that tells what you do for your customers.

Gifts--Virtually all successful Internet businesses offer site visitors something of value that is free of charge. This "gift" is important because it helps attract people to the Website and, it is hoped, keeps them coming back. For example, lobsterdirect offers visitors free monthly seafood recipes. Additionally, all subscribers are eligible for a monthly drawing that offers a lobsterdirect dinner for four to the winner. Other examples of how to provide gifts include automobile dealers who offer used-car valuation services, small business consulting firms that give two hours of free consulting service, and small business research firms that provide highlights of their latest research. These free gifts are useful for both attracting and retaining customers.

"Effective Small Business Management," Hodgetts, R. M., and D. F. Kuratko, Harcourt, Inc., 2001, pages 28-30.

Call for Papers

Society of Marketing Advances

The Society for Marketing Advances (formerly Southern Marketing Association) invites you to participate in the SMA 2001 Conference in New Orleans, Louisiana, on November 7-10, 2001. SMA has evolved into a dynamic and influential contributor to substantive marketing thought and action. With members from different corners of the world, SMA is truly a 'global marketing organization.' The venue of the SMA 2001 is New Orleans, which offers an array of appealing sites, scenes, and savory cuisine!

Submission Deadline: **April 3, 2001**

For more details on the this conference, visit <http://www.mkt.cba.cmich/sma>

Conference

The Little Rock Conference on Customer Service

The Little Rock Conference on Customer Service will be held in Little Rock, Arkansas, at the Little Rock Hilton Inn, on April 19, 2001. This is a one-day conference focusing on techniques and skills that lead to extraordinary customer service success and satisfaction. The topics covered are important information for all levels and for anyone who deals with customers on the phone or face to face.

For more details on the this conference, visit www.skillpath.com/search.html

Conference

Joint International Summit on Community & Rural Development

The Community Development Society, Minnesota Rural Partners, and the National Rural Development Partnership invite you to join community development practitioners, researchers, policy makers, and citizen leaders from around the world in a joint international conference to be held in Duluth, Minnesota, USA, from July 22-25, 2001.

This conference embraces common efforts to foster meaningful collaborations, extend community development networks, and integrate community-based research, policy, sustainable communities. Participants will enjoy a valuable opportunity to sharpen their professional skills, discuss critical issues, and interact with colleagues in a beautiful natural setting. Please watch for registration information in early May.

For further information on this conference, visit www.mrs.umn.edu/2001summit and www.comm-dev.org

Conference

Technological Entrepreneurship in the Emerging Regions of the New Millennium

This conference, which will be held on June 28-July 1, 2001, in Singapore, is scoped broadly within the theme of technology and entrepreneurship in emerging regions. It is aimed at empirical and theoretical research that advances our understanding, tests existing theoretical models, and challenges assumptions of the factors that lead to successful opportunity identification, exploitation and growth in technology-based entrepreneurial ventures in these regions. The lenses and levels of analyses through which we view the phenomenon of technological entrepreneurship have to be expanded.

For more details on the this conference, visit www.fba.nus.edu.sg/cmit

Conference

IntEnt2001-Internationalizing Entrepreneurship Education and Training

The 11th global IntEnt conference will take place on July 2-4, 2001, at Kruger National Park, South Africa. IntEnt is an annual conference for university instructors and practitioners to exchange their ideas on research results and experiences in the field of entrepreneurship education and training. People who should attend this conference are:

- Researchers into entrepreneurship education and training from all over the world, who want to present their research and discuss their findings with other experts.
- Representatives of trade associations concerned with promotion of education and training of entrepreneurs.
- Senior officials in the fields of economic policy-making and administration.
- Entrepreneurs, consultants and advisors concerned with training the next generation.
- Suppliers of education and training services.
- Publishers of teaching materials in the field of entrepreneurship education.

For more details on the this conference, visit www.intent-conference.de

- 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 Corbett Gaulden, Jr., at mb274.gaulden_c@utpb.edu

- If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>
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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
 - **Tracy Robinson** -- Student Intern -- E-mail: tdr13@hotmail.com
 - **Chad Lakey** -- Student Intern -- E-mail: c_lakey@hotmail.com
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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.