

**NEWSLETTER - April 3, 2001**  
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## **Feature Paper**

### **An Entrepreneurship Major?**

This paper was presented by Paul Dunn and Larry Short, both from the University of Louisiana at Monroe, at the Association for Small Business and Entrepreneurship conference in New Orleans, Louisiana, on February 27-March 3, 2001.

A recent study of entrepreneurship education (Vesper & Gartner, 1999) indicated that although over 100 universities have entrepreneurship educational programs less than 20 of these universities have developed their programs into majors. This study explored the feasibility of establishing entrepreneurship as a distinct degree program in the College of Business Administration at the University of Louisiana at Monroe. The results of this study were so conclusive that the authors suggest that the field of entrepreneurship may have matured to the stage where it can stand alone as a separate major in business schools.

To read this entire paper on entrepreneurship majors, visit our Web site at <http://www.sbaer.uca.edu/Research/2001/ASBE/27asbe01.htm>

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## **Tip Of the Week**

### **"The Enterprising Individual"**

An enterprising individual has a positive, flexible and adaptable disposition towards change, seeing it as normal, and as an opportunity rather than a problem. To see change in this way, an enterprising individual has a security, born of self-confidence, and is at ease when dealing with insecurity, risks, difficulty and the unknown. An enterprising individual has the capacity to initiate creative ideas. . . , develop them, and see them through into action in a determined manner. An enterprising individual is able, even anxious, to take responsibility and is an effective communicator, negotiator, influencer, planner, and organizer. An enterprising individual is active, confident, purposeful, not passive, uncertain and dependent. The following lists describes entrepreneurial or enterprising attributes:

- Initiative
- Strong persuasive powers
- Moderate rather than high risk-taking
- Flexibility
- Creativity
- Independence/autonomy
- Problem-solving ability
- Need for achievement
- Imagination
- High belief in control of one's own destiny
- Leadership
- Hard work

"Understanding Enterprise, Entrepreneurship, & Small Business," Bridge, Simon, O'Neill, Ken, and Cromie, Stan, MacMillan Press LTD, 1998, 25-27.

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## 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! In addition, Dr. Don B. Bradley III is the co-track chair for the retailing and entrepreneurship session, and he is seeking papers and anyone who is interested in being a reviewer of this session. If anyone is interested, then please contact him at [Donb@mail.uca.edu](mailto:Donb@mail.uca.edu)

Submission Deadline: **April 3, 2001**

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

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## Call For Papers

### 6th Annual Meeting of the Asia Pacific Region of the Decision Sciences Institute

This conference will be held at the Orchard Hotel Singapore, Singapore during July 18-21, 2001. The 21st century is the age of the Internet. With broadband connectivity between all nations, organizations and individuals, the world will not be the same again. The way we live, work and play will be different. Decision making by leaders, managers and professionals will require new perspectives, taking into considerations more views and aspects. They will have to look not only at economic results but a host of other social, political and cultural dimensions.

This conference will gather together academics and practitioners who will review these new

perspectives and provide a deeper insight into how the Internet affects all aspects of decision making - at the national, societal, organizational and individual levels.

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

For more details on the this conference, visit <http://misnt.calpoly.edu/apdsi/>

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## Conference

### Small Business Innovation Research (SBIR) Workshop

This workshop is a two day conference at the Holiday Inn Select in Little Rock, Arkansas, on April 4-5, 2001. If you need R&D capital, take time to investigate the Small Business Innovation Research (SBIR) and the Small Business Technology Transfer Programs (STTR). The SBIR and STTR are part of the billions of federal R&D dollars awarded annually to inspire high-tech innovations that meet specific, research needs of the federal government and that, in turn, stimulate the U.S. economy. Workshop Benefits include:

- Upon completion of this workshop, you are entitled to a free proposal review by Greenwood Consulting Group, Inc. (a \$250 - \$500 value.)
- By having this highly-competitive system explained, you gain overall knowledge of both the SBIR and STTR programs and learn where the greatest opportunities exist.
- By learning the “tricks of the trade” of the SBIR & STTR programs, greatly increases your “odds of winning an award.
- Through one-on-one meetings with SBIR agency reps and other resources - both government and private - learn of new sources for product design, technical assistance, and partnering opportunities.

For further information on this conference, visit <http://asbdc.ualr.edu/atts/>

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- 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](mailto: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](mailto: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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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.