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## **Feature Paper**

### **International Trade and the Internet**

This paper was presented by Elizabeth J. Bailey and Ernest A. Capozzoli, both from Troy State University, at the Academy of Collegiate Marketing Educators (ACME) in New Orleans, Louisiana, on February 28-March 3, 2001.

The Internet has revolutionized how individuals and businesses conduct their affairs. The Internet has impacted daily activities and communications and is having a profound effect on global trade. This paper examines the impact of the Internet, and more specifically, Electronic-Commerce on international trade.

New technologies are reshaping and impacting international trade. These changes bring both benefits and challenges to organizations. Potential economic benefits, such as the acceleration in the rate of innovation allow organizations to compete in more focused markets, and increased global growth and market access allow in new and expanding markets. However, there are numerous challenges associated with new technology and global markets, such as cultural differences, channel operations and government intervention.

To read this entire paper on international trade and the internet, visit our Web site at <http://www.sbaer.uca.edu/Research/2001/ACME/47acme01.htm>

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## **Tip Of the Week**

### **"Myths of the Internet"**

Although the Internet has created a new frontier of opportunity, it has also created a world of hysteria and hype. What's real and what's fiction can be difficult to decipher in this techno-crazed economy. To

better understand this new business environment, it is necessary to debunk some of the myths of the Internet.

*Myth #1:* Building a Web site is easy.

*Reality:* Details in technology can clearly shut you down. It's easy to build a bad Web site, but much more difficult to build a good one.

*Myth #2:* Traffic will make you rich.

*Reality:* There are users and customers. Driving visitors to a site is not a guarantee of viable business. Selling makes you rich. Traffic merely provides "eyeballs."

*Myth #3:* Smart money makes you smart.

*Reality:* It comes down to the entrepreneur--a bad product or service will not sell regardless of how much money is behind it.

*Myth #4:* Razzle-dazzle makes Web sites great.

*Reality:* Fancy front-end technology slows down the user experience. Ultimately, that delay will turn consumers off. What matters most is speed.

*Myth #5:* Brand is everything.

*Reality:* Just having a brand isn't enough when competitors are only a click away. People try to brand their sites but it's more important to show an image of what you are selling. Image is fine, but sales are better.

*Myth #6:* Wild ads make Web stars.

*Reality:* Everyone is trying to stand apart from the crowd. Although different and creative can be good, young dot-com companies spending enormous amounts of money to advertise during the Super Bowl can disastrous.

*Myth #7:* Community, community, community.

*Reality:* Not everyone can build an on-line community.

"Strategic Entrepreneurial Growth," Kuratko, Donald, and Welsch, Harold, Harcourt, Inc., 2001, page 47.

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## Call For Papers

### ASBE Annual Conference 2002

The annual Association for Small Business and Entrepreneurship (ASBE) Conference will be held in conjunction with the Federation of Business Disciplines (formerly SWFAD; now FoBD) meeting March 6-9, 2002, at the Adams Mark Hotel in St. Louis, Missouri. The conference will include an assortment of program activities. Competitive papers, symposia, panels, and workshop proposals are now being solicited on topics related to small business and entrepreneurship. All persons interested in small business are encouraged to participate. ASBE members, faculty, graduate students, SBA personnel and business people are especially encouraged to submit papers or innovative program ideas.

Submission deadline for papers: **September 7, 2001**

For more details on the this conference,  
visit <http://www.sbaer.uca.edu/Bulletins/Conferences/asbe2002.htm>

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## Call For Papers

### The 6th Annual Fall Educators' Conference

The Marketing Management Association will be conducting the Sixth Annual Fall Educators' Conference on September 20-21, 2001, in St. Louis, Missouri. This conference allows a quality forum for faculty who teach marketing and other business disciplines to exchange ideas and enhance their teaching skills. As a professional development conference, the emphasis is on enhancing the teaching and learning processes and scholarship in these areas. Participants are encouraged to submit a manuscript for review by the *Journal for Advancement of Marketing Education (JAME)*, a new refereed on-line journal sponsored by the MMA (editors: Sue Petroschius, Bowling Green State University, OH and Ron Taylor, Mississippi State University). Also, full-time doctoral students are encouraged to participate in the conference and the teaching enhancement sessions designed for participating doctoral students.

Submission Deadline: **July 15, 2001**

For further information on this conference, visit <http://ac.stephens.edu/mma/>

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## Conference

### DMEF's 2001 Educators' Conference

The 13th Annual Robert S. Clarke Educators Conference will be held in conjunction with the DMA Annual Conference & Exhibition on Sunday, October 28, 2001, at the Hyatt Regency Hotel in Chicago, Illinois. Four or more of the best research papers and abstracts of work in progress will be presented by their educator authors. Submitted in response to a nationwide call, papers are selected in a double-blind, peer review process. Learn from colleagues how and what texts and materials they're using to teach direct and interactive marketing. Last year, a marketing department revamped its curriculum based on what was learned and observed at The DMA Annual Conference.

For further information on this conference, visit  
<http://www.sbaer.uca.edu/Bulletins/Conferences/DMEF2001.htm>