

NEWSLETTER - January 15, 2002

Issue: 210-2002

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Feature Paper

[Realistic Job Preview and Entrepreneurship Career Choice: Influences on Start-Up Interest Intensity](#)

This paper was presented by Peter Sherman and Terry Sebor of The University of Nebraska. The paper was presented at the 32nd Annual Meeting of the Decision Sciences Institute, November 17-20, 2001 in San Francisco, California.

This paper addresses the issue of unrealistic ownership expectations for entrepreneurs as a possible explanation for why entrepreneurs decide to leave; specifically, this paper looks at prospects of using realistic job previews (RJPs) as a method to increase owner satisfaction and reduce voluntary exit from new ventures. Data were gathered from students in Entrepreneurship, Strategy and International Business courses at a large Midwest university.

To read this entire paper on entrepreneurship career choices, visit our Web site at <http://www.sbaer.uca.edu/Research/2001/DSI/pdf/PAPERS/Volume2/pt1/0956.pdf>

Tip Of the Week

["Requirements for Success"](#)

What are the requirements to be a successful manager? The factors inherent in business success are those characteristics or operating methodologies that are defined as causing business success. A great

deal depends on the owner's own personality. Generally speaking, successful managers tend to exhibit in varying degrees the following desirable characteristics.

Energy - It takes a great deal of energy to form and operate your business. A small business starts through the hard work and effort devoted to it. One of the greatest rewards the small business owner can achieve is developing a successful business that is a direct result of his or her own efforts.

Initiative - The small business owner must possess the entrepreneur's initiative to operate independently. In addition to having the initiative, you must also be a calculated risk taker, willing to travel an unmapped road toward potential profitability, independence and security. Small business ventures require people who are looking for independence and creativity as opposed to the potential long-term security offered by established firms.

Organization - It is very important from the time the venture is conceived that you become meticulous about the records you maintain in a form that is usable not only by you but also by creditors, consultants, and others who may need access to the information so that they are easily accessible.

Appearance - You should possess an approachable demeanor for customers and business contacts by appearing appropriately dressed; your manner should have one that conveys a willingness to be helpful and attentive to customer needs.

Technical Competence - You must have, or be willing to acquire, good technical know-how of your product or service as well as a general knowledge of your industry.

Administrative Ability - You must have an aptitude for running the business including decisions concerning employee work schedules, identifying and determining employee tasks, supervising every aspect of the daily operation to ensure that it runs smoothly and setting up and running the record-keeping portion of the business.

Good Judgment - You must develop the skill that enables you to foresee the ramifications of possible alternatives so that you have the best chance of choosing the optimal course. Learn to recognize how and when to act.

Restraint and Patience - Try to acquire the skill of not overreacting to a situation or acting prematurely. A good manager needs to be level-headed in order to calmly make effective decisions.

Ability to Communicate Well - This is crucial to the efficient operation of a business. You must be able to communicate with your employees.

Leadership Qualities - Your position as a small business owner involves knowing when and how to act, when to talk and when to listen, when the rules need to be strictly followed and when you can be flexible. And above all you must develop a reliable ability to judge people and employees.

Pre-ownership Experience - Experience you have already acquired dealing with employees, customers and suppliers in a particular or related industry and having been exposed to the running of a similar operation in the past can be invaluable when you start your own firm.

Good Managerial Ability - As a manager you should practice good customer relations. You should also be aware of safety, both with the product and the premises. You should always maintain an adequate inventory of the product, replacement parts, and if need be, easy access to repair facilities. As an astute

manager, you should keep abreast of changing consumer trends, government legislation and regulations so that you can best adapt and market the product in the face of changing situations.

"Entrepreneurial New Ventures" Corman, Joel and Lussier, Robert N., Thomson Learning Custom Publishing, 2001, page(s) 1:16-1:18.

Call For Papers

2002 Meeting of the Community Development Society

Please join us for the 2002 Meeting of the Community Development Society to be held July 20-24, 2002 at Delta State University in Cleveland, Mississippi. The them of the conference is Building Peace: Community and Diversity.

The conference embraces common efforts to foster meaningful collaborations, extend the community development networks, and holistically integrate community-based research, policy, and practice toward the goal of building peace through healthy and sustainable communities. It provides a valuable opportunity to sharpen professional skills, discuss critical issues, and interact with colleagues. Conference tracks include community health, economic development, environmental, international, practice, research, social issues, telecommunications, urban, spirituality and extension. Presentation in these tracks should address the theme through each section's particular focus.

Submission deadline for papers: February 25, 2002

For more details on the this conference, visit <http://www.comm-dev.org/>

Call For Papers

Sixth World Multi Conference On Systemics, Cybernetics and Informatics-SCI 2002

Please join us for the Sixth World Multi-Conference on Systemics, Cybernetics and Informatics to be held July 14-18, 2002 at the Sheraton World in Orlando, Florida. The conference is being organized by the International Institute of Informatics and Systemics (IIIS).

Participation of both, researchers and practitioners is strongly encouraged. Papers may be submitted on: research in science and engineering, case studies drawn on professional practice and consulting, and position papers based on large and rich experience gained through executive/managerial practices and decision-making. The conference is accepting papers, panel presentations, workshops, round table proposals, focus symposia and invited session proposals.

Submission deadline for papers: January 23, 2002

For more details on the this conference, visit <http://www.iiis.org/sci2002/>

Call For Papers

25th ISBA National Small Firms Policy and Research Conference

Please join us for the 25th Institute of Small Business Affairs (ISBA) National Small Firms Policy and Research Conference, to be held November 13-15, 2002 at the Brighton Business School in Brighton, England. The theme of this year's conference is "Competing Perspectives of Small Business and Entrepreneurship."

Submission deadline for papers: March 1, 2002

For more details on the this conference, visit <http://www.bus.bton.ac.uk/isba2002/>

Conference

NBIA's "The New American City: Making Entrepreneurship an Urban Priority" Conference

Please join us for the The National Business Incubation Association's newest conference, "The New American City: Making Entrepreneurship an Urban Priority." The conference will be held February 10-11, 2002 at the Sheraton Society Hill Hotel in Philadelphia, Pennsylvania.

This conference will take incubation newcomers and veterans alike through various models of dynamic urban business accelerators. Highlights of the conference include Ronald Langston, director of the U.S. Department of Commerce's Minority Business Development Agency, experts from The Enterprise Center, The Renaissance Center and the Wisconsin Women's Business Initiative Corporation. Experienced community and economic development professionals will show you how to identify partners and entrepreneurs in your community. Participants will have the opportunity to tour The Enterprise Center, an award-winning urban incubation program.

For further information on this conference, visit http://www.nbia.org/conf/nac_2002/

Announcement

Deadline Approaching for Economic Injury Assistance

The filing period ends on January 21, 2002 to apply for economic injury loan assistance. The purpose of the September 11 economic injury disaster loan program is to provide funds to eligible small businesses to meet its ordinary and necessary operating expenses that it could have met, but is unable to meet as a direct result of the destruction of the World Trade Center or damage to the Pentagon on September 11,

2001, or as a direct result of any Federal action taken between September 11, 2001 and October 22, 2002. These loans are intended only to provide the amount of working capital needed by a small business to pay its necessary operating expenses and obligations until operations return to normal.

For more information, visit our web site at http://www.sbaer.uca.edu/Bulletins/Bus_Hurt1201.html

If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Scott Russell at sdr95002@cub.uca.edu

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 gaulden_c@utpb.edu

If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>

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