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Feature Paper

Data Mining: A Concept of Customer Relationship Marketing

This paper was presented by George W. Wynn of James Madison University and John C. Crawford of the University of North Texas at the 2001 Academy for Collegiate Marketing Educators Conference, held February 28-March 3, 2001 in New Orleans, Louisiana.

This paper describes the concept of data mining by comparing traditional marketing research with relationship marketing. The background of data mining is discussed with special emphasis paid to the various terms in data mining such as data warehouses and data marts as well as knowledge discovery in databases (KDD) and continuous relationship marketing (CRM). Steps necessary for companies to implement successful data mining projects are enumerated and directions for further research are suggested.

To read this entire paper on data mining, visit our Web site at <http://www.sbaer.uca.edu/Research/2001/ACME/73acme01.htm>

Tip Of the Week

"A Customer Service Focus"

The primary focus of all Total Quality Management (TQM) efforts is the customer. For this reason, every TQM strategy must be designed to find out what the customer wants, how well the firm is providing the output, and what the company needs to do to improve its performance to match, if not stay ahead of, customer expectations. This is typically done by placing attention on three areas: beliefs and values, gathering data, and data analysis.

1) Beliefs and Values - Total quality firms clearly think through their beliefs and values about customer service and then communicate these to the personnel. At AT&T Universal Card Service, for example, four factors are regarded as critical to effective customer service: (1) Personnel must be accessible to the customer; (2) employees must have a professional manner; (3) employees must evince a positive attitude toward the customer; and (4) all inquiries, requests, or problems must be handled efficiently.

2) Gathering Data - Customer-related information can be gathered in a number of ways. One of the most common is customer surveys, which are used to gather information on a wide variety of topics, including product quality, delivery time, and employee helpfulness. Another is customer panel surveys, which provide face-to-face meetings between the company and those who buy its goods and services. Another common approach total quality management businesses use is demographic surveys, which provide information on industry trends and developments, market segmentation practices, and newly developing markets. These efforts are often supplemented by psychographic surveys, which identify product features and concepts that will be of value to customers in the future.

3) Data Analysis - After the data are gathered, the next step is to analyze the information and draw conclusions for action. One of the most direct ways to do this is to determine the frequency of responses to the various questions and then construct a Pareto chart. Sometimes this analysis reveals unexpected results.

"Entrepreneurship: A Contemporary Approach, Fifth Edition" Kurtatko, Donald and Hodgetts, Richard M., Harcourt College Publishers, 2001, page(s) 654-656.

Call for Papers

New Practices of Entrepreneurship Research Publication Workshop

Please join us for a second *Movements of Entrepreneurship* publication workshop, entitled "New Practices of Entrepreneurship Research," to be held May 23-26, 2002 in Stockholm, Sweden. The workshop is organized by the Entrepreneurship and Small Business Research Institute.

The idea behind the workshops is to move the field of entrepreneurship by stimulating and exploring ideas and research practices in entrepreneurship in relation to new themes, theories, methods, paradigmatic stances and contexts. The intent is to address new research practices in entrepreneurship studies. The resulting works will be published in a methodology-oriented book presenting new research practices for entrepreneurship studies.

Submission Deadline: February 25, 2002

For further information on this conference, visit <http://www.esbri.se/movements.asp>

Call for Papers

14th Annual Robert B. Clarke Educators' Conference

Please join us for the 14th Annual Robert B. Clarke Educators' Conference, to be held October 20, 2002 in San Francisco, California. The conference is being held in conjunction with the Direct Marketing Association's Annual Conference and Exhibition (see next article). Academic research in direct and interactive marketing is a major focus of this one-day conference.

The conference seeks original research that addresses any aspect of direct and/or interactive marketing broadly defined. Conceptual and empirical papers are encouraged. Pedagogical issues will be considered, but the emphasis must be on new concepts and techniques.

Submission Deadline: April 5, 2002

For further information on this conference, visit <http://www.the-dma.org/dmef/educators.shtml#7>

Conference

DMA 85th Annual Conference and Exhibition

Please join us for the Direct Marketing Association's 85th Annual Conference and Exhibition to be held October 20-23, 2002 at the Moscone Center in San Francisco, California.

The 85th Annual Conference will deliver crystalline perspectives into the industry — from how to increase your response rates to what you can do to prepare your business to thrive in an economic environment with more ups and downs, more twists and turns, than the streets of San Francisco!

For further information on this conference, visit <http://www.the-dma.org/dmaannual/index.shtml>

Announcement

WNET Roundtable Can Help Women With New Small Businesses

Women new to small business ownership can get seasoned advice from experienced women business owners. The Small Business Administration's Women's Network for Entrepreneurial Training (WNET) is a one-to-one mentoring program that matches successful businesswomen with emerging entrepreneurs.

The SBA recently published a revised brochure, which describes SBA's small business mentoring program for women. The brochure tells women business owners how they can participate in local roundtable sessions. The WNET program is part of the Office of Women's Business Ownership, and the WNET roundtables are offered in both Women's Business Centers and many Small Business Development Centers. The brochure is a great way to promote this program to women seeking assistance in starting or growing their businesses.

More information is available at the SBA's Online Women's Business Center at <http://www.onlinewbc.gov/>

To place a brochure order, please contact Curtis Rich, Office of Administrative Services, at 202/205-7030.

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>

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

Scott Russell -- Student Intern -- E-mail: sdr95002@cub.uca.edu

Benjy Kuonen -- Graduate Assistant -- E-mail: cbk96001@cub.uca.edu

Thierry Njomgang -- Student Intern -- E-mail: thierrynjomgang@hotmail.com

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