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Feature Paper

The Impact of Information Technology on Value Chain Management

This paper was presented by Kenneth J. Sousa and Robert Valvo both of Bryant College at the 2001 Society of Marketing Advances conference, held November 6-10, 2001 in New Orleans, Louisiana.

The topic of electronic commerce has inspired a flurry of research measuring business-to-consumer value chain activities. However, the full impact of e-commerce will not be realized unless more research illustrates the advantages of integrating technology into business-to-business marketing activities. The increasing importance of e-commerce makes it essential for organizations to develop successful business-to-business e-strategies.

This paper examines the potential benefits of using information technology with supply chain techniques. Models describing business-to-business e-commerce and online purchasing are presented. This paper also examines the benefits of IT integration along with a rationale for Internet based procurement. Reference to future research focus is also given.

To read this entire paper on information technology, visit our Web site at <http://www.sbaer.uca.edu/Research/2001/SMA/01sma049.html>

Tip Of the Week

"Advantages and Challenges of the Internet to Small Businesses"

There are several advantages and challenges of using the internet for small businesses.

Advantages:

- 1 - Ability of small firms to compete with other companies both locally and nationally (promotional tool);
- 2 - Creates the possibility and opportunity for more diverse people to start a business;
- 3 - Convenient and easy ways of doing business transactions (not restricted to certain hours of operation, virtually open 24 hours a day, seven days a week);
- 4 - An inexpensive way (compared to the cost of paper, printing and postage prior to the Internet) for small business to compete with larger companies and for U.S. firms to make American products available in other countries; and
- 5 - Small businesses that utilize the Internet have higher revenues, averaging \$3.79 million compared to \$2.72 million overall (IDC research).

Challenges:

- 1 - Managing upgrades (anticipating business needs/application);
- 2 - Assuring security for a Web site and the back-in integration with existing company system;
- 3 - Avoiding being a victim of fraudulent activities online;
- 4 - Costs required to maintain the site;
- 5 - Finding qualified consultants
- 6 - Finding and retaining qualified employees;
- 7 - No market for old computers
- 8 - Y2K issues.....

"Strategic Entrepreneurial Growth" Kuratko, Donald and Welsch, Harold P., Harcourt College Publishers, 2001, page(s) 56-57.

Call for Papers

APDSI 2002 Conference

Please join us for the 7th Asia Pacific Decision Sciences Institute (APDSI) Annual Meeting, to be held July 24-27, 2002. The meeting will be held at the Le Royal Meridien Hotel in Bangkok, Thailand. The theme of this year's conference is "Decision Making at the Speed of Light: What is Amiss?"

The Conference invites researchers to submit papers under (but not limited to) the following topics: accounting, actuarial science, e-Business, finance, human resource management, international business, impact of macro-policies, decision support systems, management information systems, the management of NPO/NGO, manufacturing practices and technology, marketing, operations management, public sector applications, quantitative methods and statistics, organization behavior, regional development and demography, research and development and strategic management.

Call for Papers Deadline: March 15, 2002

For more details on the this conference, visit <http://www.apdsi2002.com>

Conference

Association of Small Business and Entrepreneurship (ASBE) 29th Annual Meeting

Please join us for the 29th Annual Meeting of the Federation of Business Disciplines to be held March 6-9, 2002 at the Adam's Mark Hotel in St. Louis, Missouri. The conference is being held by the Association of Small Business and Entrepreneurship (ASBE).

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.

For more details on the this conference, including a program and registration information, visit our website at <http://www.sbaer.uca.edu/ASBE/index.html>

Conference

2002 Annual MEA Conference

Please join us for the 2002 Marketing Education Association's Annual Conference, "21st Century Marketing: Behind the Scenes." The conference will be held August 2-4, 2002 at the Bean Rivage Resort in Biloxi, Mississippi.

Hear the latest information on marketing trends from the experts and do it while experiencing the glorious Mississippi Gulf Coast Hospitality. See the sights and hear dynamic presentations about sports and entertainment, hospitality and tourism, resort marketing and import/export marketing.

For more details on the this conference, visit <http://www.nationalmea.org/conferences/leaders2001.html>

Conference

Allied Academies Spring International Conference

Please join us for Allied Academies Spring International Conference to be held April 10-13, 2002 at the Embassy Suites Hotel Nashville-Airport -Opryland Area in Nashville, Tennessee.

Just a reminder that the abstract submission deadline is March 1, 2002 and the Proceedings and Registration deadline is March 11, 2002. All scheduling forms and registration forms should be submitted by March 11, 2002. All of the necessary forms can be found at <http://www.alliedacademies.org/forms/index.html>

For further information on this conference, visit <http://www.alliedacademies.org/nash02-call.html>

Announcement

Department of Entergy CRADA Opportunity

The University of California, which operates the Los Alamos National Laboratory under contract to the Department of Energy, solicits interest from companies interested in collaborating with Los Alamos National Laboratory in a Cooperative Research and Development Agreement (CRADA), sponsored research arrangement and/or to obtain an exclusive or nonexclusive license rights to commercialize, manufacture and market a new Multiscale Characterization And Analysis Of Shapes technology, hereinafter referred to as "Technology."

This technology is the subject of an invention disclosure and a patent is pending. Any organization interested in licensing the Technology or in partnering with Los Alamos National Laboratory to develop the Technology for their specific application(s) must respond with a Letter of Intent, by February 7, 2002. Respondents that wish to enter into negotiations for a commercial license will be required to submit a business plan or product commercialization plan prior to licensee(s) selection and negotiations.

Please send letters of interest to the attention of : John Russell, Los Alamos National Laboratory, Industrial Business Development Program Office, Mail Stop C334, Los Alamos, New Mexico 87545, phone 505-665-3941; fax 505-665-0154, or e-mail jrussell@lanl.gov

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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