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Feature Paper

The Development of a Model of Small Business Use of Electronic Commerce

This paper was presented by Slynovie Merchant, of California State University, Sacramento at the 32nd Annual Meeting of the Decision Sciences Institute, November 17-20, 2001 in San Francisco, California.

Electronic commerce has become a major topic in the business community. Its use is growing phenomenally in every segment of our society. Increasingly, one hears how it is necessary, in order for any business to survive, to have a "presence" on the World Wide Web (WWW). However, most of this information has come from practitioners and anecdotal evidence. The major objective of this research is to develop a model for the use of electronic commerce which would answer the following question: What factors would lead to success in the use of an electronic commerce system in small businesses?

To read this entire paper on e-commerce, visit our Web site at <http://www.sbaer.uca.edu/Research/2001/DSI/pdffiles/PAPERS/Volume1/pt5/0722.pdf>

Tip Of the Week

"Success Rules!"

Succeed with these five rules from five entrepreneurs who have made it.

1. Always Start With the Exit In Mind-Steven Nickerson is busy launching his latest venture, Mucho.com, an Internet portal designed to provide small business owners a single source for all business needs. But it was starting and running Workforce Strategies where Nickerson learned some valuable lessons. "My plan from the start was to sell it," he says. "Always start with the exit in mind, otherwise you work for 40 years and become a penny stacker." Nickerson also advises owners to share equity.
2. Communicate With Employees and be Flexible-Last year Jeff Lawrence learned about truth from about fifty students at UCLA, and it has helped him run his business. He gave a two-hour lecture to a class on engineering ethics, and afterward the students wrote a one-page report on what they heard. "Fifty people had heard 50 different things. I read their reports and everyone had their own interpretations. You can have a set of facts and then everyone has his own point of view about it. Truth is relative." "To be successful you have to listen to people and be willing to change. You need to communicate with your people so they know what is going on. Encourage their input."
3. Hire Smart People- He talks in an authentic you-know-what-I'm-talking-about New York accent straight out of the city that never sleeps' mean streets. Glenn Schlossberg was raised on the ultra-competitive streets of New York City's garment district. And at age 36, he has made it there and proved he can make it anywhere. Schlossberg believes that hiring the best people and providing top-notch service to his clients have led to his success. "You need to hire smart people. I have more than 200 employees, and they are my championship team. It's all about the people." It is not about being scared to fail. "Never show fear," he says. "Show no fear are the words to live by."
4. Stick to a Realistic Business Plan-Jeff Parker has been to battle on the two great stages of the 20th Century-in war and on Wall Street-and has survived and thrived. He became an entrepreneur and founded six companies including his latest, CCBN.com, an Internet portal that organizes and delivers easy-to-use investment-related information for the corporate marketplace. "A successful business is about execution," he says. "You need laser focus and then do everything you can possibly do to stay on your business plan. But you need to be realistic about your business plan." Then, after the plan is set, you must create revenue. "All my businesses have had a heavy sales and marketing side," Parker says. "If you sit around and count expenses you will go out of business. You have to go out and sell it. Remember that cash is king."
5. Never Give Up-In the late 1980s Mary Ella Gabler made one of the toughest decisions of her professional life. Should she give up, get out, and try something else, or should she sink her dream and hope for the best? Gabler, who in 1964 was one of the first women to work on Wall Street and had seen her share of successes and failures, made the decision to stick to it. "I don't give up," Gabler says. "If one plan does not work I always try to find plan B. I have a desire to achieve and have confidence in my decisions. I figured I was better than the competition, and I would persevere. It takes a toll on you and you do have setbacks, but you keep going forward." Gabler also recommends spending money on professional strategic planning. "that is absolutely critical for a growing company. It is something you cannot afford not to do."

"Entrepreneurship, Fourth Edition" Melville, Thomas, McGraw-Hill/Dushkin, 2002, page(s) 32-35.

Call For Papers

American Society for Competitiveness Conference

Please join us for the 13th Annual Conference of the American Society for Competitiveness (ASC) to be held October 10-12, 2002 in the Washington, D.C. area. The conference will bring together leaders from business, government, and academia to share and discuss ideas, to reflect on experiences and approaches and to strengthen the spirit of corporation and collaboration for improved competitiveness.

The conference will concentrate on the elements of success in the global economy. Papers dealing with national, regional, and global strategies related to the themes suggested below are welcome. Panels and symposia that highlight emerging theories, cutting-edge research or best corporate practices are also sought. Special consideration will be given to papers, abstracts, and symposia proposals that facilitate exchange between scholars and practitioners. In addition, proposals for panels will be considered.

Submission deadline for papers: May 31, 2002

For more details on the this conference, visit <http://www.eberly.iup.edu/asc>

Call for Papers

Small Enterprise Association of Australia and New Zealand Conference

Please join us for the Small Enterprise Association of Australia and New Zealand (SEAANZ) Conference to be held September 22-25, 2002 in Adelaide, South Australia. The theme of this years conference is "Small Enterprise: Tapping into the Global Economy."

Submission Deadline: March 28, 2002

For further information on this conference, visit <http://www.seanz.asn.au/conf2002/>

Call for Papers

Journal of Developmental Entrepreneurship

The Journal of Developmental Entrepreneurship (JDE) is being hosted at Miami University. This journal provides a forum for the dissemination of descriptive, empirical, and theoretical research that focuses on issues concerning micro enterprise and small business development, especially under conditions of adversity. The intended audience for the JDE are scholars who study issues of developmental entrepreneurship and professionals involved in governmental and non-governmental efforts to facilitate entrepreneurship in economic and community development programs.

For further information on the journal and how to submit articles, visit <http://www.sba.muohio.edu/PageCenter/Venture4Frame.htm>

Conference

International SMA Conference

The Society for Marketing Advances (SMA) will hold the First International SMA Conference in Heidelberg, Germany on June 21-23, 2002. The theme of the conference is "Global Marketing for a New Century."

For more information on this conference, visit <http://mkt.cba.cmich.edu/sma/events/intntl02.htm>

Announcement

Ivey Publishing Newsletter Now Available

The latest edition of the Ivey Publishing newsletter, which presents the most recent cases, is now available, at <http://www.ivey.uwo.ca/Cases/cps.asp?pvar=Newsletter&interest=1,2,3,4,5,6,7,8,9>

Richard Ivey School of Business at The University of Western Ontario is one of the top 20 business schools in the world, according to the Financial Times. Ivey is the world's second largest producer of business case studies, with over 75 years of case writing experience. Over 70% of our current collection of nearly 2,000 cases have teaching notes available.

Announcement

USASBE 2002 Conference Proceedings Now Available

The proceedings from the United States Association for Small Business and Entrepreneurship (USASBE) Conference, held January 17-20, 2002 in Reno, Nevada are now available on our web site at <http://www.sbaer.uca.edu/Research/2002/USASBE/begin.pdf>

Announcement

Nominations for 2002 SMA Doctoral Consortium

The Society for Marketing Advances (SMA) Doctoral Consortium involves students and faculty from many universities throughout the United States. This year, the invite nominations of more than one Consortium Fellow from any doctoral program. Nominations are due no later than July 1, 2002.

For more information, visit <http://mkt.cba.cmich.edu/sma/confernc/doconcons.htm>

Announcement

2002 SMA Fellow Nominations Sought

Nominations are sought for candidates to hold the distinguished title of Society of Marketing Advances Fellow. The Society recognizes individuals who have demonstrated long-term, extraordinary contributions to SMA specifically, and to the marketing discipline overall.

For more information, visit <http://mkt.cba.cmich.edu/sma/newsltrs/2002sp/page5.html>

Announcement

2002 ASBE Officers Announced

The Association for Small Business and Entrepreneurship has announced its new officers. They include: William T. Jackson, President; Patti Wilber, President-Elect; Corbett F. Gaulden, Jr., Vice President-Programs; Thomas M. Box, Secretary/Treasurer; Kitty Campbell, Vice President, Membership; Don B. Bradley III, Past President.

For more information, visit our web site at <http://www.sbaer.uca.edu/ASBE/index.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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