

NEWSLETTER - April 16, 2002

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Feature Paper

Customer Relationship Management-Not Just a Fad

This paper was presented by Santosh Venkatraman of The University of Arkansas at Little Rock during the 33rd Annual Conference of the Southwest Decision Sciences Institute held March 7-8, 2002 in St. Louis, Missouri.

Customer Relationship Management systems allow organizations to sell more goods and services, and create more loyal customers. As consumers are getting more sophisticated, and technologically savvy, marketing of goods is shifting from mass marketing to one-to-one marketing of personalized offers. Customer Relationship Marketing allows more intelligent customer interactions and responses, and do so very cost effectively. The purpose of this paper is to analyze the Customer Relationship Management concept in depth, and explain the organizational benefits.

To read this entire paper on customer relationship management, visit our Web site at <http://www.sbaer.uca.edu/Research/2002/swdsi/Papers/02swdsi019.pdf>

Tip Of the Week

"Using Technology to Enhance Sales and Customer Service Performance"

Companies concerned about improving their personal selling, sales management, and customer service can turn to the latest computer technologies for help. Sales force automation, contact management

software, call center software, and other decision support tools are all very important.

An early player in this domain was Siebel Systems, Inc. now with revenues of nearly \$1 billion, and others provide software for managing field sales, telesales and call centers, and related marketing functions in companies. Such software enables field sales reps to track accounts, prospects, and inventories, either from the office PC or from a laptop on the road. The latest call center software enables customer service representatives to see customer account histories while talking with them and provides scripts to help solve common customer problems.

Marketers of database software products, such as Oracle Corp., are also getting into the act. Oracle now sells products for customer relationship management and e-commerce applications, as well as its traditional database products. Other companies, like Kana Communications, Inc., offer software to manage e-mail based customer service operations. If companies such as Kana have their way, many customer support activities previously performed by customer service staffs over the telephone will be handled on the Web or via e-mail. IBM built a self-service package tracking system for United Parcel Service that saves UPS \$450,000 per day in customer service expenses, by enabling customers to track their own packages instead of calling UPS customer service.

All of these innovations have likely just scratched the surface in making inside and outside sales and customer service people more efficient and effective. If one is not careful, however, some of these tools can enhance efficiency at the expense of effectiveness. Astute marketing managers carefully assess such trade-offs. As these technologies develop, one thing is for certain. Regardless of the size of the company, selling with just a telephone, a company car, a frequent flier card, and a pair of well-worn shoes is a thing of the past.

"Marketing Management: A Strategic Decision-Making Approach, Fourth Edition" Boyd, Harper; Walker, Orville; Mullins, John and Larreche, Jean-Claude, McGraw-Hill Irwin, 2002, page(s) 390-391.

Call For Papers

Marketing Management Association's 2002 Fall Educators' Conference

Please join us for the 2002 Fall Educators' Conference of the Marketing Management Association. The Conference will be held September 25-28, 2002 in Memphis, Tennessee.

This conference permits a quality forum for community college, college, and university faculty who teach accounting, business teaching, economics, entrepreneurship, finance, law, management, management information systems, marketing, policy, real estate, small business, and other business disciplines to exchange ideas and enhance their teaching skills. As a professional development conference, the focus is on enhancing the teaching and learning processes and scholarship for post-secondary educators.

Submission deadline for papers: July 15, 2002

For more details on the this conference, visit <http://www.mmaglobal.org/mmafal02conference.html>

Call For Papers

National Business and Economics Society Conference

Please join us for the 4th Annual Conference of The National Business and Economics Society, to be held March 5-8, 2003 at the Renaissance Grand Beach Resort in St. Thomas, US Virgin Islands.

The National Business and Economics Society is a multi-disciplinary academic association which focuses on promoting interdisciplinary research of both a theoretical and practical nature. It includes scholars from the fields of Finance, Accounting, Marketing, Management, Information Systems, Operations Research, Economics, Public Administration, Psychology and related areas. The goal is to broaden the expertise of business school academics and other professionals by promoting access to research and ideas in all disciplines.

Submission deadline for papers: July 1, 2002

For more details on the this conference, visit <http://www.nbesonline.com/conference/nbes3.htm>

Conference

Enterprise Web & Corporate Portal Conference & Expo

Please join us for the 2002 Enterprise Web & Corporate Portal Conference & Expo to be held May 23-24, 2002 in Boston, Massachusetts.

Enterprise Web & Corporate Portal Conference & Expo is an executive level event that brings together key industry participants around the issues of enterprise Web and corporate portal deployment and optimization. The conference focuses on the key role corporate portals can play as the nexus of content management and distribution, application and Web services integration, and communication between corporations and their employees, customers and business partners.

For further information on this conference, visit <http://www.intmediaevents.com/eweb/spring02/>

Conference

54th Annual SAWCA Conference

Please join us for the 54th Annual Southern Association of Workers' Compensation Administrators (SAWCA) Conference to be held July 13-17, 2002 at the Peabody Hotel in Little Rock, Arkansas.

SAWCA brings together hundreds of workers' compensation experts from 17 southern states and the Virgin Islands. The convention attracts a wide variety of vendors who will exhibit the latest in products and services available in the workers' compensation industry. Excellent speakers will cover topics such as terrorism, medical and privacy issues, carrier solvency, reinsurance, and other timely and relevant subjects.

For further information on this conference, visit <http://www.sawca.com/htm/events.htm>

Announcement

Bradley Awarded Small Business Journalist of the Year

The U.S. Small Business Administration (SBA) recently announced Dr. Don B. Bradley III as the 2002 Small Business Journalist of the Year for the State of Arkansas. Bradley serves as Executive Director of the Small Business Advancement National Center and as Professor of Marketing at The University of Central Arkansas. Bradley will receive the award from Governor Mike Huckabee during a special Small Business Week Awards Luncheon, hosted by the Arkansas State Chamber of Commerce scheduled for June 3, 2002.

Announcement

SBA Disaster Lending Continues

Small business and residents outside of New York City and Northern Virginia affected by the September 11 attacks can still apply for Economic Injury Disaster Loans. The SBA has extended the application deadline through April 22, 2002. In the aftermath of the terrorist attacks of September 11, the SBA has approved over \$259 million in disaster loans to 3,200 businesses and residents in New York and Northern Virginia. Elsewhere, the SBA has approved 1,486 disaster loans for \$135 million to small businesses across the country that suffered economic injury as a direct result of attacks or related federal actions.

Small business owners interested in applying for an Economic Injury Disaster Loan can call 1-800-827-5722 for more information. For more information on the various forms of disaster assistance check out their web site at <http://www.sba.gov/911.html>

Announcement

Environmental Protection Agency solicits SBIR Program Proposals

The Environmental Protection Agency is soliciting Phase I proposals for its Small Business Innovation Research (SBIR) Program. Contracts of up to \$70,000 will be made for projects lasting up to six months. Under Phase II, EPA can award contracts of \$225,000 or \$295,000 for projects lasting up to two years. Eligible for-profit small businesses must have 500 employees or less, be independently owned and operated, not dominant in the field of operation in which it is proposing, and have its principal place of business located in the U.S. Joint ventures and limited partnerships also are eligible, provided the entity created qualifies as a small business. Proposals are due May 23.

For more information, visit: <http://www.epa.gov/ncerqa/sbir>

Announcement

USASBE Member Benefit

The USASBE is pleased to announce a new USASBE member benefit--a complimentary twelve-month subscription to Entrepreneur magazine. This is an expansion of the strategic alliance we have formed with Entrepreneur that will also provide you with a free copy in June of At Work With Thomas Edison: 10 Business Lessons from America's Greatest Innovator by Blaine McCormick.

The magazine will automatically be sent to most members beginning in June. Finally, Entrepreneur is also offering a special discount rate for students. If you are interested in finding out how your students can receive this low price, please send an email to mtavarozzi@entrepreneur.com with the words "STUDENT DISCOUNT" in the subject line.

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

The SBANC Newsletter is provided as a service to the members of our affiliates: **Academy of Collegiate Marketing Educators (ACME), Association for Small Business & Entrepreneurship (ASBE), Decision Sciences Institute (DSI), Federation of Business Disciplines (FBD), International Council for Small Business Congress (ICSB), Institute for Supply Management, The International Small Business Congress (ISBC), Marketing Management Association (MMA), Small Business Administration (SBA), Service Corps of Retired Executives, Small Business Institute Directors Association (SBIDA), Society for Marketing Advances (SMA), United States Association for Small Business & Entrepreneurship (USASBE), U.S. Department of Veterans Affairs and Western Decision Sciences Institute (WDSI).** If you are interested in membership or would like further information on one of our affiliates, please see our web site at <http://www.sbaer.uca.edu>

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

Fernanda Pereira -- Student Intern -- E-mail: cavaleira1@portugalmail.com

Ana Rita Silva -- Student Intern -- E-mail: ritasilva@hotmail.com

Jordi Cusell-- Student Intern -- E-mail: jcusell@hotmail.com

Luis Ramada-- Student Intern -- E-mail: luisramada@hotmail.com

Arnaldo Silva-- Student Intern -- E-mail: arnaldocardoso@portugalmail.pt

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