

# NEWSLETTER - April 30, 2002

## Issue: 225-2002

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### Feature Paper

#### Analysis of the Failure of E-Commerce Businesses: A Strategic Management Perspective

This paper was presented by Saviour L.S. Nwachukwu of Southern University and A&M College during the 2002 Meeting of the Association of Collegiate Marketing Educators held March 6-9, 2002 in St. Louis, Missouri.

The emergence of the Internet created significant opportunities for entrepreneurial individuals. However, while many of the businesses that were started are successful and striving, the vast majority of them have ceased operations, due primarily to lack of profits. This paper examines the causes of the failure of the e-commerce businesses.

To read this entire paper on e-commerce failure, visit our Web site at <http://www.sbaer.uca.edu/Research/2002/ACME/Papers/02acme014.pdf>

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### Tip Of the Week

#### "A Dot-Com Business Plan"

So, you plan to start an Internet-based business and have read many stories of dot-com startups with no more than an idea getting money thrown their way. They did not seem to need a business plan, so why

should you? Good question. Until the dot-com stock shakeup in the spring of 2000, many people seemed to think that the traditional rules of business no longer applied. A technology plan was more important than a marketing plan or five-year income projections. But, of course, no matter what format your business utilizes, a good plan will help you broadly figure out where you are going and how to get there, in addition to the specific needs of your business.

So what's different for an Internet startup? Courtney Wood, a senior manager for Ernst & Young's business incubator, states that "in the E age, speed to market is everything." You may not have the time luxury of exploring many different strategic models for your e-biz. Wood suggests that it is better to choose a sizable chunk of your long-term business plan to concentrate on its viability, rather than get bogged down in proving your comprehensive model (a process she calls the "60 percent solution"). Get that crucial 60 percent ironed out and to the market the quickest, in order to win a customer base and validate your business.

Fortunately, the speed at which change occurs in Internet industries also speeds the information available on the research front. When writing financial projections and a business description for your e-biz, you may find it useful to read SEC registration statements from other Internet companies.

Some specific ways business plans are changing from traditional models follow:

- It must allow for, but not be driven by, specific protocols that guide short-term implementation.
- It must promote ultraswift action.
- It demands an organizational culture that will tolerate one or more-often completely different-organizational structures and still allow principals to function as a team.
- It must allow for on-the-spot exploration of opportunity and confrontation of threats. This requires constant, open communication and knowledge sharing.

"Small Business Management: Entrepreneurship and Beyond" Hatten, Timothy, Houghton Mifflin Company, 2003, page(s) 117.

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## **Call For Papers**

### **2003 Marketing Management Association Spring Conference**

Please join us for the 2002 Spring Conference of the Marketing Management Association to be held March 12-14, 2003 at The Palmer House Hilton in Chicago, Illinois.

The Association invites submission of papers for competitive review that address all topics in marketing, but especially the enduring questions of marketing-enhancing performance, cultivating relationship, utilizing new technology, and transmitting knowledge. While complete papers must be submitted for double blind review, author(s) of accepted manuscripts may choose to have either complete papers or extended abstracts printed in the proceedings.

Submission deadline for papers: October 1, 2002

For more details on the this conference, visit <http://www.mmaglobal.org/spring03conf.html>

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## Call for Papers

### DMEF's 2002 Educators' Conference

Please join us for The Direct Marketing Educational Foundation's 2002 Educators' Conference to be held October 19, 2002 at the San Francisco Marriott in San Francisco, California.

The Conference is being held in conjunction with the DMA's 85th Annual Conference and Exhibition at the Moscone Convention Center in San Francisco. The Conferences will be a great way to network and meet colleagues and other marketing professionals. Four or more of the best papers and abstracts of work in progress will be presented by their educator authors and reviewed by their peers and industry experts.

Deadline to Submit Abstracts: June 14, 2002

For further information on this conference, visit <http://www.the-dma.org/cgi/mtdsp?meeting=ANN0103>

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## Call for Papers

### 7th Annual International Resource Management Conference

Please join us for the the 7th Annual Conference on International Human Resource Management to be held June 4-6, 2003 at The University of Limerick in Limerick, Ireland.

The increasing globalization of business brings into sharp focus the need to develop a more in-depth understanding of international human resource management and all its associated activities. IHRM2003, under the theme "International Human Resource Management: Exploring the Mosaic, Developing the Discipline" will present a complement of full papers, posters and symposia examining a diverse range of issues and developments in international and comparative human resource management. Reviews, critical commentaries, empirical papers and case studies, or combinations thereof, that make a significant contribution to the field and are relevant to those with an interest in international and comparative HRM are most welcome.

For more information visit their web site at <http://www.ihrm2003.com/>

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## Conference

### 2002 West Virginia Conference on Entrepreneurship

Please join us for the 2002 West Virginia Conference on Entrepreneurship to be held May 14-16, 2002 at Embassy Suites in Charleston, West Virginia.

Entrepreneurial development is a critical component of business growth, especially in rural areas such as West Virginia. The recently completed strategic plan for the West Virginia Development Office, A Vision Shared, cites entrepreneurship as one of the core strategies for the ultimate success of West Virginia's economy.

For further information on this conference, visit <http://www.wvef.org/>

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## Conference

### High-Technology Conference in the Netherlands

Please join us for the 10th Annual High-Technology Small Firms Conference to be held June 10-11, 2002 on the campus of the University of Twente in the Netherlands.

The focus of this international conference is on the management and development of High-Technology Small Firms (HTSF) and on the role of them in industrial and economic development. Presentations will center around themes such as: Networks (support structure, cooperation and innovation, value creation, network development), E-business/IT, HTSF and Law, HTSF and strategy and many more. On the theme incubation and spin-off/practical experience-an extra parallel session is possible on the second conference day.

For further information on this conference, visit <http://www.sms.utwente.nl/beheer/webpage/viewmain.asp?objectID=2891>

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## Conference

### Community Development Society Conference

Please join us for the The Annual Community Development Society Conference to be held to be held July 20-24, 2002 in the heart of the Mississippi Delta in Cleveland, Mississippi.

This year's conference will be co-hosted by Delta State University and the Cleveland-Bolivar County Chamber of Commerce.

For more information visit their web site at <http://www.cds2002.org//>

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## Announcement

### Community Development Academy Courses

The University of Missouri Community Development Extension Program offers a series of three courses called the Community Development Academy. Each of the three courses is an intensive, experiential, five-day course that explores ideas and develops practical skills efforts.

The three courses combine leading edge thinking with practical application to enhance the capacity of people to work effectively with a broad range of community issues. The Community Development Academy courses provide a conceptual base and develop the skills necessary to successfully bring people (often with diverse views and opinions) together around common issues. Course participants learn how to deal collectively with their issues of concern and give purposeful direction to their own futures.

The courses will be offered at The Mercy Center in St. Louis, Missouri on June 10-14, 2002 and at The Elms in Excelsior Springs, Missouri (near Kansas City) on September 22-27, 2002. Deadline to register for the June class is May 24, 2002 and is September 6, 2002 for the September class.

For more information visit their web site at <http://muconf.missouri.edu/CommDevelopmentAcademy/>

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## Announcement

### Ivey Publishing Newsletter Now Available

The latest edition of the Ivey Publishing newsletter, which presents their most recent cases is available online 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.

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## Announcement

### Inderscience Enterprises Limited Supports ICEB

Inderscience Enterprises Limited see, <http://www.inderscience.com/> has agreed to support the

International Consortium for Electronic Business see, <http://www.ICEBnet.org/> and the Asia Pacific Decision Sciences Institute, see <http://www.APDSI.org/>. Every year it will publish two special issues for each of our annual conferences.

For ICEB Conference: INTERNATIONAL JOURNAL OF ELECTRONIC BUSINESS  
<http://www.inderscience.com/catalogue/e/ijeb/indexijeb.html>

INTERNATIONAL JOURNAL OF INTERNET AND ENTERPRISE MANAGEMENT  
<http://www.inderscience.com/catalogue/i/ijiem/indexijiem.html>

For APDSI Conference: INTERNATIONAL JOURNAL OF INTERNET AND ENTERPRISE MANAGEMENT <http://www.inderscience.com/catalogue/i/ijiem/indexijiem.html>

INTERNATIONAL JOURNAL OF MANAGEMENT AND DECISION MAKING  
<http://www.inderscience.com/catalogue/m/ijmdm/indexijmdm.html>

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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](mailto:sdr95002@cub.uca.edu)

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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>

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## **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](mailto:Donb@mail.uca.edu)

**Scott Russell** -- Student Intern -- E-mail: [sdr95002@cub.uca.edu](mailto:sdr95002@cub.uca.edu)  
**Benjy Kuonen** -- Graduate Assistant -- E-mail: [cbk96001@cub.uca.edu](mailto:cbk96001@cub.uca.edu)

**Thierry Njomgang** -- Student Intern -- E-mail: [thierrynjomgang@hotmail.com](mailto:thierrynjomgang@hotmail.com)  
**Fernanda Pereira** -- Student Intern -- E-mail: [cavaleira1@portugalmail.com](mailto:cavaleira1@portugalmail.com)  
**Ana Rita Silva** -- Student Intern -- E-mail: [ritasilva@hotmail.com](mailto:ritasilva@hotmail.com)  
**Jordi Cusell**-- Student Intern -- E-mail: [jcusell@hotmail.com](mailto:jcusell@hotmail.com)  
**Luis Ramada**-- Student Intern -- E-mail: [luisramada@hotmail.com](mailto:luisramada@hotmail.com)  
**Arnaldo Silva**-- Student Intern -- E-mail: [arnaldocardoso@portugalmail.pt](mailto:arnaldocardoso@portugalmail.pt)

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