

# February 11, 2003 Issue: 262-2003

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## **Feature Paper**

### **Information Privacy and Online Behaviors**

This paper was presented by Franklin Krohn, State University of New York, Fredonia Xueming Luo, State University of New York, Fredonia Maxwell K. Hsu, Tennessee State University during the Association of Collegiate Marketing Educators Conference, St. Louis, Missouri, March 6-9, 2002.

Although there has been considerable agreement that privacy intrusion has a significant impact on consumers' online behavior, several researchers note that a paucity of empirical research exists on potential problems associated with the information superhighway. It has been pointed out the lack of empirical research addressing the impact of privacy concerns on consumers' purchase behavior and their attitude toward the web.

To read this entire paper on Information Privacy and Online Behaviors, visit our Web site at <http://www.sbaer.uca.edu/Research/2002/ACME/Papers/02acme021.pdf>

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## **Tip Of the Week**

### **"Sales Messages"**

We should note that sales messages are a most controversial area of business communication. Probably you know your own experience that direct-mail sales literature is not always received happily. Called "junk" mail, these mailings often go into the waste basket without being read. Even so, they must be successful, for the direct mail business has survived for over a century.

Sales messages sent by email appear to be creating even more hostility among intended customers. Angrily referred to as "spam," unsolicited email sales messages have generated strong resistance among

email users. Perhaps it is because these messages clutter up inboxes. Maybe the range results from the fact that mass mailing place a heavy burden in Internet providers, driving up costs to the users. Or perhaps the fact that they invade the reader's privacy is to blame. There are the downright unethical practices of some email advertisers who use "misleading subject lines and invalid email addresses to thwart filtering attempts an get respondents to open them." Whatever the explanation, the resistance is real. You will need to consider these objections and time you use this sales medium. As we shall note later, there are steps reputable advertisers can take to minimize this resistance.

We take no stand on the issue. You will have to decide whether and when sales messages should be written. We can only suggest that you follow your conscience and practice good business ethics in whatever you do.

"Basic Business Communication, Lesikar Raymond V., Flatley Marie E., Mc-Graw-Hill/Irwin, Year of Publication, page(s) 179-180.

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## Call For Papers

### American Marketing Association / Academy of Marketing Conference

American Marketing Association / Academy of Marketing 4th Joint Biennial Conference 2003 Aston Business School, Birmingham, UK, July 7th 2003. The theme of the 2003 AMA/AM 4th joint biennial conference, Marketing Psychology Across Borders, provides a forum for multi-disciplinary research in marketing to address the challenges for global strategy in this complex environment.

Submission deadline for papers: February 28, 2003

For more details on the this conference, visit <http://www.cba.hawaii.edu/ama/Events.htm>

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## Call For Papers

### Global Business & Finance Research Conference

The Global Business & Finance Research Conference, London, England July 14 - 18, 2003

Submission deadline for papers: March 25, 2003

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

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## Conference

## Institute for Supply Management

The Institute for Supply Management's 88th Annual International Supply Management Conference and Educational Exhibit will be held May 18-21, 2003 Nashville, Tennessee.

For further information on this conference, visit <http://www.ism.ws/confplanner/conf.cfm?confID=24>

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## Conference

### USASBE 2003 Annual Conference

Navigating to the Future: An Entrepreneurial Journey, Hilton Head Island, South Carolina 23-26 January 2003 Preconference, 22 January 2003.

For further information on this conference, visit <http://www.usasbe.org/conferences/2003/usasbe2003hhiindex.htm>

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## Announcement

### New SBANC Website

**SBANC** The Small Business Advancement National Center: Your Center for Entrepreneurship and Family Business, has recently updated their website. Please feel free to take a look, at <http://www.sbaer.uca.edu/>

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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 Christian Bol at [cbol21@hotmail.com](mailto:cbol21@hotmail.com)

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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 (SBI), 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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