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Feature Paper

"EUROPEAN CONSUMER AND TRADE PERCEPTIONS OF TRAVEL SINCE SEPTEMBER 11, 2001"

This paper was presented by Ron Lennon, Barry University Alex Sharland, Barry University during the Association of Collegiate Marketing Educators Conference Proceedings

This research was completed to determine what effect the events of September 11, 2001 had on European travel consumers' and tourist organizations. Data were collected in March and April 2002. Analysis of the data revealed that the tragic events of September 11, 2001 were not likely to affect future vacation plans.

To read this entire paper on European Consumer and Trade Perceptions of Travel Since September 11, 2001, visit our Web site at <http://www.sbaer.uca.edu/Research/2003/ACME/pdfs/02.pdf>

Tip Of the Week

"Do you Have A Business Idea?"

Maybe you have some business ideas in mind, but you're not sure how original they are. If so, you may be surprised to hear that not all entrepreneurs come up with totally unique ideas. You can be innovative without necessarily creating something totally new. Here are five ways to build on already existing ideas and still create a unique profit-driven concept:

1. Develop ideas that are an extension of or a redesign of an existing service (for example, Sam's Club is an extension of Wal-Mart).
2. Re-segment and create an improved service (for example, FedEx provides overnight delivery).
3. Re-differentiate and market the product at a lower price (for example, Sam's Club offers substantial discounts to its members).
4. Add value to an existing product or service (for example, some companies sell PCs meant to be used only with the Internet).
5. Develop or redesign a new version of an existing product (for example, you could repackage such chocolate-chip cookies in a new way).

Call For Papers

"American Society for Competitiveness"

American Society for Competitiveness's annual conference will be held on October 9-11, 2003 in Washington, D.C., USA.

Submission deadline for papers: May 30, 2003

For more details on the this conference, please contact: Prashanth B. Nagendra, Academic Program Chair, Phone: (724) 357-4880

Call For Papers

"American Academy of Business"

The Journal of American Academy of Business, Cambridge is accepting papers for listing in the ABI and CABELL'S DIRECTORY

Submission deadline for papers: April 5, 2003

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

Call For Papers

"Decision Science Institute"

The deadline for papers for the 2003 DSI Annual Meeting has been extended one week to April 8, 2003.

For more details on the this conference, visit <http://atc3.bentley.edu/site/dsi2003/index.html>

Call For Papers

"Third International Business and Economy"

The Third International Business and Economy Conference will be held on January 8-11, 2004 at the Radisson Miyako Hotel, in San Francisco, California, U.S.A.

Submission Deadline: August 15, 2003

For more information on this conference contact Edwin C. Duerr, Conference Chair via email at eduerr@sfsu.edu

Call For Papers

"Society for Marketing Advances"

The deadline for papers for the 2003 SMA conference has been extended to April 4, 2004.

For more information on this conference contact Rusty Brooks, Program Chair via email at rustybroks@aol.com, or visit <http://mkt.cba.cmich.edu/sma/cfp/cfp.htm>

Call For Papers

"SMALL BUSINESS INSTITUTE ANNUAL MEETING"

Join us for SBI 2004 at the Hilton Clearwater Beach Resort in Clearwater Beach, Florida, Thursday, February 12 - Saturday, February 14. Spread across 10 acres of sandy white beach, surrounded by blue skies and the beautiful Gulf of Mexico, the Hilton Clearwater Beach Resort is the perfect gathering place for SBI 2004. Accommodations will be \$119 single/double.

Receipt Deadline: April 21, 2003

For more information on this conference visit <http://www.smallbusinessinstitute.org/welcome.htm>

Conference

"Western Decision Sciences Institute"

Make plans to join us at the Thirty-Second Annual Meeting of the Western Decision Sciences Institute to be held April 15-19, 2003 at the Marriott Resort and Beach Club on the Island of Kauai.

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

Conference

"NCIIA 7th Annual Conference"

NCIIA 7th Annual conference, Big Ideas in a Small World: Invention, Innovation, and Entrepreneurship Education,

For further information on this conference, visit http://www.nciia.org/news_events.html

Conference

"7th World Multi Conference On Systemics, Cybernetics and Informatics"

The 7th World Multi Conference On Systemics, Cybernetics and Informatics will be held July 27 - 30, 2003 Orlando, Florida, USA Sheraton World.

For further information on this conference, visit <http://www.iiisci.org/sci2003/>

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

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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