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Feature Paper

"International Licensing of Technology Protecting Your Interests"

This paper was presented by Thomas M. Apke, J.D., Department of Management, California State University Fullerton, Fullerton, CA at the 32nd Annual Western Decision Sciences Institute's Annual Meeting on the Island of Kauai, Hawaii on April 15-19, 2003.

An increasing number of firms have found it is profitable to license their technology in the global marketplace. There are important issues that must be addressed in the planning and drafting of an international license and technology transfer agreement. These issues must be considered in light of the respective laws of the countries of the parties involved. This paper discusses the major provisions that should be included in the license agreement.

To read the entire paper on "International Licensing of Technology Protecting Your Interests", visit the SBANC Web Site at <http://www.sbaer.uca.edu/research/2003/wdsi/pdf/papers/214.pdf>

Tip Of the Week

"A Checklist for Reasoning"

1. All reasoning has a purpose
 - o Take time to state your purpose clearly
 - o Distinguish your purpose from related purposes.
 - o Check periodically to be sure you are still on target
 - o Choose significant and realistic purposes
2. All Reasoning is an attempt to FIGURE something out, to settle some QUESTIONS, solve some PROBLEM.
 - o Take time to clearly and precisely state the question at issue.
 - o Express the question in several ways to clarify its meaning and scope.

- Break the question into sub-questions.
- Identify if the question has one right answer, is a matter of mere opinion, or requires reasoning from more than one point of view.
- 3. All reasoning is based on ASSUMPTIONS.
 - Clearly identify your assumptions and determine whether they are justifiable.
 - Consider how your assumptions are shaping your point of view.
- 4. All reasoning is done from some POINT OF VIEW.
 - Identify your point of view.
 - Seek other points of view and identify their strengths as well as weaknesses.
 - Strive to be fair-minded in evaluating all points of view.
- 5. All reasoning is based on DATA, INFORMATION & EVIDENCE.
 - Restrict your claims to those supported by the data you have.
 - Search for information that opposes your position as well as information that supports it.
 - Make sure that all information used is clear, accurate, and relevant to the question at issue.
 - Make sure you have gathered sufficient information.
- 6. All reasoning is expressed through, and shaped by, CONCEPTS and IDEAS
 - Identify key concepts and explain them clearly
 - Consider alternative concepts or alternative definitions to concepts.
 - Make sure you are using concepts with care and precision.
- 7. All reasoning contains INFERENCES or INTERPRETATIONS by which we draw CONCLUSIONS and give meaning to data.
 - Infer only what the evidence implies.
 - Check inferences for their consistency with each other.
 - Identify assumptions which lead you to your inferences.
- 8. All reasoning leads somewhere or has IMPLICATIONS and CONSEQUENCES.
 - Trace the implications and consequences that follow from your reasoning.
 - Search for negative as well as positive implications.
 - Consider all possible consequences.

"The Miniature Guide to Critical Thinking: Concepts and Tools", (Paul, Dr. Richard; Elder, Dr. Linda), Foundation for Critical Thinking, 2003, page(s) 3-4.

Call For Papers

"ASBE 29th Annual Meeting"

The Association for Small Business and Entrepreneurs (ASBE) invites you to submit a competitive paper for the 29th Annual Meeting that will be held on March 24-26, 2004 in Albuquerque, New Mexico at the La Posada de Albuquerque hotel. This years focus is "Small Business & Entrepreneurship: Meeting the Challenges in a Changing World."

Submission Deadline: **The deadline is extended to January 15, 2004**

For more information on this conference, visit <http://www.sbaer.uca.edu/asbe/call2004.cfm>

Call For Papers

"4th Annual Hawaii International Conference on Business"

The 4th Annual Hawaii International Conference on Business will be held from June 21 - 24, 2004 at the Sheraton Waikiki Hotel in Honolulu, Hawaii.

Submission Deadline: January 29, 2004

For more information on this conference, visit <http://www.hicbusiness.org>

Call For Papers

"Global Business & Finance Research Conference"

The Global Business & Finance Research Conference will be held on July 14 - 17, 2004 in London, England at the London Hilton Hotel.

Submission Deadline: March 15, 2004

For more information on this conference, visit <http://www.jaabc.com/london.html>

Call For Papers

"Allied Academies 2004 International Conference"

The Allied Academies will hold its 2004 international meeting in New Orleans, Louisiana on April 7-9, 2004. The Conference will be held at the Hilton New Orleans Riverside. This year there will be an [Internet Division](#) which will allow registrants to participate without traveling to the conference. The registration material is due on March 1, 2004.

Submission Deadline: March 1, 2004

For more information on this conference, visit <http://www.alliedacademies.org/neworleans-call.html>

Conference

"35th Annual Southwest Decision Sciences Institute Conference"

The 35th Annual Southwest Decision Sciences Institute Conference will be held on March 2-6, 2004 at the Caribe Royale Suites & Convention Center in Orlando, Florida.

For more information on this conference, visit <http://www.swdsi.org>

Conference

"8th Annual NCIIA Conference"

The 8th Annual NCIIA Conference will be held in San Jose, California at the San Jose Marriott on March 18 - 20, 2004

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

Announcement

"2nd Annual Transportation Conference"

The 2nd Annual Transportation Conference will be held on November 18, 2003 at 9:00 a.m - 4:00 p.m. on the campus of the University of Central Arkansas at the Brewer Hegeman Conference Center. The theme for this year's conference is "Transportation Role in Business Development and Cost Savings".

For more information please visit <http://www.sbaer.uca.edu/Transportation.htm>

If you have any comments about the SBANC Newsletter, or if you know of an upcoming Small Business event to promote, please contact Lester W. Clements II at lestclem@hotmail.com

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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 of SBANC & Professor of Marketing

Direct Phone: (501) 450-5345 ---- E-mail: donb@uca.edu

Lester W. Clements II - Webmaster - E-mail: lestclem@hotmail.com

Chris Escamillia - Student Worker - E-mail: chrisesc@hotmail.com

Esther Mead - Student Worker: estherledelle@yahoo.com

Kai Roth - International Student Worker: KHR007@gmx.de

To subscribe or unsubscribe to the SBANC Newsletter, please E-mail Lester W. Clements II at lestclem@hotmail.com