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Feature Paper

"A Review of Significant Consumer Satisfaction/Dissatisfaction Models: The Family Decision-Making Process"

This paper was presented by Reginald M. Peyton, Sarah Pitts, and Rob H. Kamery all from Christian Brothers University at the 2003 Allied Academies meeting October 13-20, 2003 in Las Vegas, Nevada.

This paper discusses various models and theories in the family decision-making process concerning consumer satisfaction/dissatisfaction. This is of great importance because it is very possible that there may be some form of interaction between the satisfaction process and the decision-making context. The literature on family decision-making is also reviewed.

To read the entire paper on "A Review of Significant Consumer Satisfaction/Dissatisfaction Models: The Family Decision-Making Process", visit the SBANC Web Site at <http://www.sbaer.uca.edu/Research/2003/Allied/Family/02.pdf>

Tip Of the Week

"Contacting the United States Government Executive Summary"

- Small-business owners are considerably more likely to see the demanding or negative face of government than the collaborative or positive side, even when owners initiate contact.
- Fifteen (15) percent of small-business owners initiated contact with government "many times" over the last three years to learn about or clarify government requirements or obligations. Thirty-

eight (38) percent reported no contacts for that purpose. Of those who made any contact to inquire about a government requirement or obligations, two-thirds were primarily interested in licenses or permits.

- Over the last three years, 1 percent extensively explored possible public assistance for their business. Another 18 percent made at least one inquiry about financial, management or other small business support programs. Eighty (80) percent made none.
- Five (5) percent of small employers indicated that they had received financial assistance in the form of a loan, loan guarantee, grant, bond, etc., from government during the last three years. That amounts to about 100,000 per year. Three (3) percent obtained publicly subsidized consulting, advisory or management help over the same period.
- Twenty-one (21) percent won one or more government contracts in the last three years. A non-mutually exclusive 15 percent won a contract to support a government contractor (effectively becoming a sub-contractor). Among those doing any business with government, the average proportion of government sales is 18 percent of total sales. Most (64%) now selling to government would like to increase their government sales.
- Seventy-two (72) percent made no direct or indirect sales to government in the last three years. Eighty-four (84) percent of that number do not intend to compete for government contract in the next three years. The primary reason these owners have no plans to compete is that they believe the goods and services they produce are not purchased by government.
- Seventy-eight (78) percent have not attempted in the last three years to find information government produces or houses that is of direct commercial value.
- Over the last three years, 10 percent of small-business owners contracted an elected public official (s) "many times" to complain about a government rule or to express a view on potential legislation or regulatory activity. Fifty-seven (57) percent did not contact any public official for these purposes over the last three years.
- Nine (9) percent of small businesses received "many" on-site visits from one or more government officials to inspect the business, check record, etc., over the last three years. Forty-four (44) percent did not receive a single visit. Those employing 20 people or more are almost twice as likely to have received at least one visit as those employing fewer than 10.
- When initiating contact with government, small-business owners are usually most likely to do so by telephone or in person regardless of the contact's purpose. They are less likely to use mail and the internet.
- Small employers initiated contact at all levels of government. However, more appear to focus on state government than on any other level. The fewest focus on the federal government.

"NFIB-National Small Business Pole" William J. Dennis, Vol. 3, Issue 1, 2003, page 1.

Call For Papers

"ASBE 29th Annual Meeting"

The Association for Small Business and Entrepreneurs 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

"College Teaching & Learning Conference"

The College Teaching & Learning Conference will be held at the Wyndham Palace Resort & Spa in Walt Disney World, Florida, January 05-09, 2004. Come to present papers on teaching issues such as: curriculum, ethics in higher education, promotion & tenure, accreditation, teaching methods and styles, administration, faculty welfare, technology in the classroom, teacher evaluation, department-specific issues, and related topics.

Submission Deadline: December 1, 2003

For more information on this conference, visit <http://www.wapress.com/tlcmain.htm>

Call For Papers

"Industrial Marketing Management"

Industrial Marketing Management Special Issue: On New Product Development In Asia invites conceptual emperical and in-depth case study papers that focus on new product development in Asia for publication considerations in an upcoming special issue. We are particularly interested in comparaitive studies that highlight key similiarities and differences between new product development in Asia and that in the West. Papers can be in any area of new product development as long as their primary focus is Asia.

Submission Deadline: September 1, 2004

For more information on this conference, visit <http://personal.cityu.edu.hk/~mgozer/immcall.htm>

Call For Papers

"2004 International Business & Management Research Conference"

The 2004 International Business & Management Research Conference will be held on June 9-12, 2004 in Honolulu, Hawaii at the Hilton Hawaiian village Beach Resort & Spa, Waikiki Beach.

Submission Deadline: February 15, 2004

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

Conference

"2004 MidSouth Marketing Educators' Conference"

The 2004 MidSouth Marketing Educators' Conference is scheduled for February 18-20, 2004 at the Holiday Inn in Hammond, LA. Southeastern Louisiana University is hosting the 2004 conference, which is dedicated to improving the teaching/learning environment in all aspects of marketing education.

For more information on this conference, please contact jking@selu.edu or mstirling@selu.edu

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.net/news_events.html

Announcement

"Obituary of Dr. John Kerr"

This past Tuesday, Dr. John Kerr lost his long battle with cancer. Dr. Kerr was a past president of SBI formerly SBIDA ,a Fellow ,and a Professor at Florida State University. Dr. Kerr leaves behind a loving wife, Kate Kerr, whom traveled to conferences with him. John will be missed by all of his friends and loved ones.

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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