### Upcoming Conferences

<table>
<thead>
<tr>
<th>Who: AABRI Research Institute</th>
<th>When: October 9-11, 2014</th>
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<tbody>
<tr>
<td>What: AABRI Intl. Conference</td>
<td>Where: Las Vegas, Nevada, USA</td>
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<td>Paper Deadline: September 11, 2014</td>
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<tr>
<td>What: IABE 2015 Conference</td>
<td>Where: Rome, Italy</td>
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<td>Paper Deadline: April 10, 2015</td>
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<tr>
<td>What: 2015 Intl. Conference on Food Studies</td>
<td>Where: Blacksburg, Virginia, USA</td>
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<td>Paper Deadline: October 7, 2014</td>
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<tr>
<td>What: SBR International Conference 2014</td>
<td>Where: Nashville, TN</td>
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<td>Paper Deadline: October 1, 2014</td>
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<tr>
<td>What: 39th Annual Academic Conference</td>
<td>Where: St. Pete Beach, Florida, USA</td>
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<tr>
<td>Paper Deadline: October 1, 2014</td>
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The Small Business Advancement National Center aims at increasing your knowledge of small business and entrepreneurship. All questions and comments are greatly appreciated.

The Department of Marketing and Management at the University of Central Arkansas invites application for a tenure-track position in Innovation & Entrepreneurship beginning Fall 2015. The appointment is at the Assistant Professor level.

The Association for Small Business and Entrepreneurship is having their 2014 ASBE Conference September 24-26, 2014, at the Doubletree Hotel in Memphis, Tennessee.

The Small Business Institute is seeking a Sponsor for the Journal of Small Business Strategy. The SBI seeks an academic institution as a Sponsor to provide all editorial and production services required to maintain the academic integrity of the JSBS efficiently and effectively.

The Albers School of Business and Economics at Seattle University in Seattle, Washington, USA is accepting applications for the position of Lawrence K. Johnson Endowed Chair of Entrepreneurship to begin in AY 2015-16.

Call for Papers

**Who:** Intl. Conference on Systems and Informatics  
**What:** 2nd Intl. Conference  
**When:** November 15-17, 2014  
**Where:** Shanghai, China  
**Deadline:** September 17, 2014

**Who:** Allied Academies  
**What:** Fall 2014 Intl. Conference  
**When:** October 15-17, 2014  
**Where:** Las Vegas, Nevada, USA  
**Deadline:** September 14, 2014

**Who:** University of South Florida Sarasota  
**What:** 3rd IIBA Conference  
**When:** March 28-April 2, 2015  
**Where:** Ft. Lauderdale, Florida  
**Deadline:** December 15, 2014

**Who:** Journal of Management Policies and Practices  
**What:** October 2014 Issue  
**Deadline:** September 30, 2014
Factors to Consider before Launching into E-Commerce

Doing business on the Internet takes more time and energy than many entrepreneurs expect. Answering the following questions will help entrepreneurs make sure they are ready to do business on the Web and avoid unpleasant surprises in their e-commerce efforts:

- What exactly do you expect a Web site to do for your company? Will it provide information only, reach new customers, increase sales to existing customers, improve communication with customers, enhance customer service, or reduce your company's cost of operation? Will customers be able to place orders from the site (true e-commerce), or must they call your company to buy?
- How much can you afford to invest in an e-commerce effort?
- What rate of return do you expect to earn on that investment?
- How long can you afford to wait for that return?
- How well suited are your products and services for selling on the Web?
- How will the “back office” of your Web site work? Will your site be tied into your company’s inventory control system?
- How will you handle order fulfillment? Can your fulfillment system handle the increase in volume you are expecting from online sales?
- What impact, if any, will your Web site have on your company’s traditional channels of distribution?
- What mechanism will your site use to ensure secure customer transactions?
- How will your company handle customer service for the site? What provisions will you make for returned items?
- How do you plan to promote the site to draw traffic to it?
- What information will you collect from the visitors to your site? How will you use it? Will you tell visitors how you intend to use this information?
- Have you developed a privacy policy? Have you posted that policy on your company’s Web site for customers?
- Have you tested your site with real, live customers to make sure that it is easy to navigate and easy to order from?
- How will you measure the success of your company’s Web site? What objectives have you set for the site?
Feature Paper

The Effects of Different Product Designs Using Attribute Categorization and Layering

This paper was written by Timucin Ozcan of Southern Illinois University, Edwardsville.

Abstract:

Although convergence of attributes has been frequently applied as a product development strategy, its effects on consumers’ perceptions and attitudes have not been sufficiently studied when these attributes are demonstrated with different product designs. Previous research has shown that increasing number of features included in a product may be appealing for some customers, it may also have downsides for others by causing feature fatigue (i.e., the detrimental effect of loading products with numerous features). In this study, I examine how usage of screened designs affects consumer perceptions of product evaluations, product usability and capability in the absence or presence of attribute descriptions. I find that usage of screened designs in multi-feature products enhances customer perceptions on product evaluations and product capability. I also find that in the presence of diagnostic attribute information, the effects of screened design are eliminated.

(Page 7)

Read Entire Paper Here

Feature Paper Source:

Society for Marketing Advances
2012 Conference Proceedings
Ozcan, Timucin
Page 7

Tip of the Week Source:

Essentials of Entrepreneurship and Small Business Management
Scarborough
PEARSON
Page 318 - 319