

Small Business Institute Directors Association

Table of Contents - 1997

1. [Centennial One Inc.](#)
 - o Betty L Brewer, North Carolina State University
 - o Chi Anyansi-Archibong, North Carolina State University
2. [A Model of Potential Entrepreneurship: Profiles and Educational Implications.](#)
 - o James W. Carland, Jr., Western Carolina University
 - o JoAnn C. Carland, Western Carolina University
3. [Service Quality for Small Firms: Can the Gaps Model Help?](#)
 - o Cengiz Haksever, Rider University
 - o Ronald Cook, Rider University
 - o Radha Chaganti, Rider University
4. [Accounting for Labor and Service Contracts Using Standard Inventory Accounting Concepts](#)
 - o J. Douglas Frazer, Millersville University of Pennsylvania
5. [Ex Ante Variables Associated With Small Business Entrepreneurship](#)
 - o Brian D. Fitzpatrick, Rockhurst College
 - o Richard Hunt, Rockhurst College
 - o David Adams, Marywood College
6. [Debt Utilization and a Company's Sustainable Growth](#)
 - o Joseph J. Geiger, University of Idaho
 - o Mario G. Reyes, University of Idaho
7. [Non-Profit Organizational Status: Issues and Resources](#)
 - o Louella Moore
8. [Small Business Strategy](#)
 - o Michael D. Ames, California State University
9. [Assessing the Impact of the Loss of Federal Funding on SBI Programs](#)
 - o David P. Brennan, University of St. Thomas
 - o Lynn Hoffman, University of Northern Colorado
 - o R. Vishwanathan, University of Northern Colorado
10. [SBI Videotaped Presentations: A Decade in Review](#)
 - o Dennis J. Elbert, University of North Dakota
 - o Phillip Harmeson, University of North Dakota
11. [The New Higher Education Learning Environment: Opportunities to Raise Funds for the SBI\[™\]](#)
 - o Wilson C. Grier, Morehead State University
 - o Michael R. Carrell, Morehead State University
 - o Autumn Grubb, Morehead State University
 - o Robert E. Bernier, University of Nebraska at Omaha
12. [Connecting Student Learning with Business Needs Through the Small](#)

[Business Institute Program](#)

- Brian D. Fitzpatrick, Rockhurst College
 - Patricia Raber Hedbert, University of St. Thomas
 - David P. Brennan, University of St. Thomas
13. [Diversity and Entrepreneurship: Do Individuals from Racially Diverse Populations Leave Employment Situations to Start New Business Ventures Because of Barriers to Advancement](#)
 - Thomas G. Kessler, Central Michigan University
 - David M. Piltz, Nova Southeastern University
 14. [K-12 Entrepreneurship Education: An Emerging Market: Implications to University Small Business and Entrepreneurship Programs](#)
 - Kenneth J. Lacho, University of New Orleans
 15. [Learning to Create New Business Ideas](#)
 - Richard D. Lorentz, University of Wisconsin-Eau Claire
 - Todd J. Hostager, University of Wisconsin-Eau Claire
 16. [Student Internships in Small Business and Entrepreneurship Programs: Issues and Answers](#)
 - Thaddeus McEwen, North Carolina A&T State University
 - Kenneth J. Lacho, University of New Orleans
 - John R. Kerr, Florida State University
 - Gene Teeple, University of Central Florida
 17. [The Entrepreneurial Strategy Matrix](#)
 - Matthew C. Sonfield, Hofstra University
 - Robert N. Lussier, Springfield College
 - Frederick D. Greene, Manhattan College
 - Joel Corman, Suffolk University
 - J. Douglas Frazer, Millersville University
 18. [Can the Small Business Be Family Friendly?: A Workshop to Explore the Roles for Individuals, Volunteer Groups, Corporate Volunteers, and Government](#)
 - Kathleen C. Brannen, Creighton University
 - William H. Brannen, Creighton University
 - George W. McNary, Creighton University
 19. [The Family and Entrepreneurship in Uganda](#)
 - Edward D. Bewayo, Montclair State University
 20. [Recommendations for Successful Consulting and Development of Business Opportunities in Russia](#)
 - Jeffrey C. Dilts, University of Akron
 - Stephen F. Hallam, University of Akron
 21. [New Business Startups: One Possible Global Solution for Areas of High Unemployment](#)
 - Kenneth R. Van Voorhis, University of South Florida
 22. [The Why of Small Business Bankruptcy](#)
 - Don B. Bradley III, University of Central Arkansas
 23. [A Comparison of Small and Medium-Sized Firms' Public Policy: What Helps?](#)
 - Ronald G. Cook, Rider University
 - Dale R. Fox, Rider University

24. [Small Business Clients Should Take Care--Accountants and Lawyers May Not Understand the Advantages and Disadvantages of Incorporation](#)
 - o Paul Dunn, Northeast Louisiana University
 - o Leo Cheatham, Northeast Louisiana University
 - o Carole Cheatham, Northeast Louisiana University
25. [Small Business and Small Claims Court: An Attractive Response to Unattractive Problems](#)
 - o Phil Harmeson, University of North Dakota
26. [Strategic Responses to the Decline and/or Elimination of Government Set-Aside Programs for Minority and Women-Owned Businesses](#)
 - o Matthew C. Sonfield, Hofstra University
27. [Total Quality and Human Resource Management: Can They Successfully Coexist?](#)
 - o J. N. Bradley, Central Washington University
28. [Performance Appraisal Practices in Small Business: An Exploratory Study](#)
 - o Eddie Daghestani, Barry University
 - o Anne M. Fielder, Barry University
29. [Cancer Risk Among African-American Framers in Virginia](#)
 - o Samuel K. Moak, Virginia State University
 - o David McLain, Virginia State University
30. [Small Businesses Apply Coaching to Management](#)
 - o Joseph B. Mosca, Monmouth University
 - o Eugene Simko, Monmouth University
31. [The Use and Effectiveness of Small Business Employee Screening Techniques](#)
 - o Gerald J. Segal, Fairleigh Dickinson University
 - o Randall G. Sleeth, Virginia Commonwealth University
32. [The Impact of the Changing Workforce Demographics on American Small Business Management Practices](#)
 - o Arthur Shriber, Xavier University
 - o Thomas Clark, Xavier University
 - o Gwen Homan, Xavier University
33. [Telecommuting in the Workplace: An Option for Small Business](#)
 - o Marilyn Young, University of Texas at Tyler
 - o A.S. McCampbell, Florida Institute of Technology
34. [Marketing Your Small Business Over the Internet](#)
 - o Don B. Bradley III, University of Central Arkansas
 - o George T. Solomon, George Washington University
35. [Marketing Research: The Small Business Perspective](#)
 - o Mark C. Hall, Mankato State University
 - o Ken Anglin, Mankato State University
 - o Kevin M. Elliott, Mankato State University
36. [Small Business Advertising: Is TV Overrated?](#)
 - o Phil Harmeson, University of North Dakota
 - o Dennis Elbert, University of North Dakota
37. [Increasing Small Business Customer Retention Using Segmentation and Relationships: A Conceptual Model](#)

- Patrick L. Owens Jr., Nova Southeastern University
- 38. [Small Businesses Which Start With, Add, or Drop Innovative Products Compared With Those Which Do Not](#)
 - James E. Puetz, Rockhurst College
 - Richard E. Hunt, Rockhurst College
 - David C. Adams, Marywood College
- 39. [Marketing on the Internet: A Proactive Approach](#)
 - Lisa D. Spiller, Christopher Newport University
 - Richard A. Hamilton, University of Missouri
- 40. [Entrepreneurial Challenges and the 4P's in Australia](#)
 - Leo Simpson, Eastern Washington University
- 41. [When Celebrities and Disliked Advertisements Don't Pay; or, the Interaction of Two Foci of Involvement](#)
 - Steve Vander Veen, Calvin College
- 42. [Electronic Commerce: How Can Small Business Compete?](#)
 - Juett R. Cooper, Marshall University
 - Craig A. Hollingshead, Marshall University
 - John B. Wallace, Marshall University
- 43. [Southwest Windpower: A Case Study](#)
 - Lisa F. Borstadt, Northern Arizona University
- 44. [Starbucks International Enters Kuwait](#)
 - Peter Raven, Eastern Washington University
 - Dianne H. B. Welshi, Eastern Washington University
 - Nasser Al-Mutair, Eastern Washington University