

**1999 Small Business Institute Director's Association  
San Francisco, California February 10-13, 1999**

1. [Top Management International Orientation and Small Business Exporting Performance: The Moderating Roles of Export Market and Industry Factors](#)
  - Franz T. Lohrke, University of South Florida
  - GERALYN McClure Franklin, University of Texas at San Antonio
  - Vinay B. Kothari, Stephen F. Austin State University
2. [A Normative Framework to Assess Small-Firm Entry Strategies: A Resource-Based View](#)
  - Lori C. Maruso, Bradley University
  - Laurence G. Weinzimmer, Bradley University
3. [Designing a Client Needs Model for Entrepreneurship and Small Business Education](#)
  - Rebecca J. White, Northern Kentucky University
  - Matthew D. Shank, Northern Kentucky University
4. [New Directions in the Analysis of Prison Inmates' Entrepreneurial Aptitude](#)
  - Matthew C. Sonfield, Hofstra University
  - Robert N. Lussier, Springfield College
  - Robert J. Barbato, Rochester Institute of Technology
5. [The Effects of an Entrepreneurship Program on Achievement Motivation: A Preliminary Study](#)
  - Todd J. Hostager, University of Wisconsin-Eau Claire
  - Ronald L. Decker, University of Wisconsin-Eau Claire
6. [Developing SBI Student Competencies: The Final Presentation as Key](#)
  - Dennis J. Elbert, University of North Dakota
  - Phil A. Harmeson, University of North Dakota
7. [The Role of Gender and Ethnicity/Race in Assessing Ethical Compatibility of Small Business Owners/Entrepreneurs and Student Consultants: A Replication](#)
  - Harriet B. Stephenson, Seattle University
8. [Entrepreneurial Success of Recently Unemployed Workers: An Assessment of the Self Employment Assistance Program](#)
  - Stephen Osborne, Indiana University of Pennsylvania
  - Prashanth Nagendra, Indiana University of Pennsylvania
  - Thomas Falcone, Indiana University of Pennsylvania
9. [Marketing Mechanical Contractors](#)
  - Steve Vander Veen, Calvin College
10. [Marketing of Accounting Services to Professionals vs. Small Business Owners: Selection and Retention Criteria of These Client Groups](#)
  - Richard E. Hunt, Rockhurst College
  - Cheryl A. McConnell, Rockhurst College
  - Craig M. Sasse, Rockhurst College

11. [Two \(Differing?\) Views on Customer Service: The Small Retailer and Their Customers](#)
  - Jean W. Laliberte, Troy State University
  - Stephen C. Garrot, Troy State University
12. [Targeting Clients for Accounting Services: A Comparison Across Four Market Segments](#)
  - Richard E. Hunt, Rockhurst College
  - Cheryl A. McConnell, Rockhurst College
  - Craig M. Sasse, Rockhurst College
13. [Professional Services Marketing for the Small Business: A House of Quality Approach](#)
  - Prashanth B. Nagendra, Indiana University of Pennsylvania
  - Stephen W. Osborne, Indiana University of Pennsylvania
14. [Searching for Competitive Intelligence on the World Wide Web: A Small Business Perspective](#)
  - Ronald S. Rubin, University of Central Florida
15. [A Non-market Institution Creates the Opportunity for Small Business Financing](#)
  - Christopher F. Achua, Clinch Valley College of the University of VA
  - Robert N. Lussier, Springfield College
16. [Online Self-Assessment: Using Web-Enhanced Instruction in a New Venture Creation Course](#)
  - Sherrie E. Human, Xavier University
  - Thomas Clark, Xavier University
17. [Information Systems Security for Small Businesses](#)
  - Joseph J. Geiger, University of Idaho
  - Norman Pendegraft, University of Idaho
18. [Interactive Geographical Information Systems \(GIS\) on the World Wide Web: An SBI Case Study of Optimizing Routing for Home Delivery Goods](#)
  - Ronald S. Rubin, University of Central Florida
19. [I Have AIDS and I Want to Work: HIV/AIDS Employees, The ADA and Their Impact on Small Business](#)
  - D. Lynn Hoffman, University of Northern Colorado
  - Nancy Dodd, Eastern Montana State University
20. [A Comparison of Employment Training by Firm Size and Industry](#)
  - Robert N. Lussier, Springfield College
  - William Bailey, Staples Contract and Commercial
21. [Operations Strategy and Survival Among Restaurant Startups: A Conceptual Framework](#)
  - Binshan Lin, Louisiana State University in Shreveport
  - John A. Vassar, Louisiana State University in Shreveport
  - Charlotte A. Jones, Louisiana State University in Shreveport
22. [Identifying Assets and Constraints to Small Business Manufacturers in Vermont](#)
  - Lauren King, University of Vermont
  - Catherine Halbrendt, University of Vermont
  - Chyi-lyi (Kathleen) Liang, University of Vermont
  - Karen C. Robinson, University of Vermont

23. [Business Plans as Lesson Plans: Failing to Plan is Failing to Learn](#)
  - Steven J. Maranhville, University of St. Thomas
24. [Opportunistic Man or Cooperative Man: How Should Small Firms be Managed?](#)
  - Edward M. Hufft, Jr., Metropolitan State College of Denver
25. [Creating a Desirable Future and Designing Win-Win Strategies, Small Business and EPA](#)
  - Abbas Nadim, University of New Haven
26. [More Alike Than Different? A Comparative Study of Goals, Strategies, Management Practices, and Performance of Small Businesses Owned By Women and Men](#)
  - Radha Chaganti, Rider University
  - Saroj Parasuraman, Drexel University
27. [A Model of Corporate Value Creation](#)
  - Cengiz Haksever, Rider University
  - Radha Chaganti, Rider University
  - Ronald G. Cook, Rider University
28. [Gender Differences in Strategic Decision-Making: An Empirical Study of the Entrepreneurial Strategy Matrix](#)
  - Matthew C. Sonfield, Hofstra University
  - Robert N. Lussier, Springfield College
  - Joel Corman, Suffolk University
29. [Small Enterprise Development in Africa: Lessons from Success](#)
  - John Wallace, Marshall University
30. [Entering the Chinese Market: A Guide for U.S. Small Business](#)
  - Edward H. Osborne, Marietta College
  - Ying Fu, Marietta College
  - Ziyang Men, Marietta College
31. [Will Entrepreneurship Lead to National Development in Africa?](#)
  - Edward Bewayo, Montclair State University
32. [Growth of Small Business: Issues Related to Success and Failure in Rural America](#)
  - Kirk C. Heriot, North Georgia College & St. Univ.
  - Eileen A. Hogan, Kutztown University
  - Joan M. Kendall, Kutztown University

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