

# SBIDA 2002 Conference

February 7-9, 2002  
San Diego, California

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## Distinguished Papers

### Best Empirical Papers:

[Desktop Mapping: A Tool for Improving Small Business Marketing Analysis and Customer Prospecting](#)

Ronald Rubin

[Motivational Factors of Intending Female and Male Entrepreneurs](#)

Richard DeMartino and Robert Barbato

### Best Conceptual Paper:

[Stakeholders Influence Strategies of New Ventures and Their Value Outcomes](#)

Radha Chaganti, Candida G. Bush, Cengiz Haksever and Ronald G. Cook

## Competitive Papers

[Revolutionizing Entrepreneurship Education: Beyond Anecdotes to Reality-Based, Systematic Assessment](#)

Michael Ames, Mark Runco, Sharon Segrest and Geir Kaufmann

[Attitudes on Ethics in Small Business: Employer Versus Employee](#)

J. N. Bradley

[The Importance of Marketing Planning to Prevent Small Business Failure](#)

Don B. Bradley III

[Macroeconomic Determinants of Small- and Large-Business Failures](#)

Steven V. Campbell, Joseph J. Geiger and Mario G. Reyes

[Service-Orientation in a Small Entrepreneurial Information Services Organization](#)

Shawn M. Carraher, Cuthbert Scott and Charles E. Carraher, Jr.

[Stakeholders Influence Strategies of New Ventures and Their Value Outcomes](#)

Radha Chaganti, Candida G. Bush, Cengiz Haksever and Ronald G. Cook

[Motivational Factors of Intending Female and male Entrepreneurs](#)

Richard DeMartino and Robert Barbato

[Enhancing SBI Student Consulting Competencies – Part III: A Decade Long \(AAR\) After Action Report](#)

Dennis J. Elbert, Phil A. Harmeson and Steven B. Moser

[APEC Small Business Counselor Training and Certification Program](#)

Lloyd Fernald, Jr

[A Classification System for Entrepreneurship](#)

Robert A. Fiore and Robert N. Lussier

[Office Romances in Small Businesses](#)

Lynn Hoffman, Sharon Clinebell, Keiko Krahnke and John Kilpatrick

[Profiling the Angel Investor](#)

Joseph R. Bell, Kenneth M. Huggins and Christine McClatchey

[Student Perceptions of Career and New Venture Characteristics in Ukraine, South Korea, and the U.S.: Implications for Entrepreneurship and Free Enterprise Education](#)

Sherrie E. Human, Candace Gunnarsson, Thomas Clark and Chad Rink

[White-Collar Organizing: Learning from the Past](#)

Lewis Lash

[Our Dreams Shall Come True: The Impact of Optimism in New Venture Creation on Entrepreneurs and their Families](#)

Chyi-lyi (Kathleen) Liang and Paul Dunn

[Really Modified DuPont Analysis: Five Ways to Improve Return on Equity](#)

Thomas Liesz

[Using Measures of Process, Presentation and Organization to Predict SBI Client Outcomes](#)

Lorman L. Lundsten and David P. Brennan

[NAU SIFE's Model for a Micro-Loan and Entrepreneurship Educational Program: Formation and Experience](#)

Lisa F. Majure

[From Silos to Systems: Using the Holistic Model to Cultivate Innovative Outreach Programs](#)

Greg McCann and Michelle DeMoss

[Disadvantaged Firms and the Federal Government](#)

Todd D. Mick and Patricia G. Greene

[Succession-Planning Practices of West Michigan Family-Owned Business: An Empirical Analysis](#)

Jaideep Motwani and Tom Schwarz

[E-Commerce Usage among Small Business – Results from an Empirical Study](#)

Prashanth B. Nagendra and Ramesh G. Soni

[Selecting Suppliers and Creating Collaborative Advantages: Differences Between U.S. and Korean Small Firms](#)

Daewoo Park, Mema A. Krishnan and Maria Hajjar

[Desktop Mapping: A Tool for Improving Small Business Marketing Analysis and Customer Prospecting](#)

Ronald Rubin

[First-Generation and Subsequent-Generation family Firms: A Comparison](#)

Matthew C. Sonfield

[A Definitional Analysis of the “Family Firm”](#)

Matthew C. Sonfield

[Strengthening Federal Bankruptcy Laws: Implications for Small Businesses](#)

Matthew C. Sonfield

[Attitudes of Family Business Owners Regarding Policies for Transferring the Wealth of Family Business](#)

Richard John Stapleton, Deborah C. Stapleton

[Yesterday the Bottom Line of Profit: Today the Double Bottom Line of Profit and Social Responsibility, Tomorrow the Triple Bottom Line of People, Profit, and the Planet: Small Business Leading the Way](#)

Harriet B. Stephenson

[SBI Program Strategy: Running with Gazelles](#)

John B. Wallace and L. Belville

[Entrepreneurial Assistance in Higher Education: A Comparison of Programs and Role Perceptions between Community Colleges and Universities](#)

Marilyn Young

**Workshops**

[Utilization of the Small Business Advancement National Center Creating a More Viable Classroom Setting and Vibrant Up To Date Research](#)

Don B. Bradley III

[Entrepreneurship Education for Rural, Inner City, and Underserved Youth Groups: Opportunities, Barriers and Comparative Experiences](#)

Chyi-lyi (Kathleen) Liang and Paul Dunn

[More Than One Good Idea: Sustainable Creativity Through Entrepreneurship Education](#)

Todd J. Hostager, Ronald L. Decker and Richard L. Watkins

[If You Act Like Bait...You Are Going to Be Ate](#)

Dewey E. Johnson

[Publishing Tips Workshop](#)

Robert N. Lussier and Joel Corman

[The Role of Field-Based Business Consulting Experiences in Australian University Education: A Survey and a Proposal for SBIDA Expansion into Australia](#)

Don B, Bradley iii, Don Sciglimpaglia and Howard Toole

[The Process of Turning a SBI Student's Case into a Teaching Case](#)

Sherrie Taylor, Steven Maranville and Thomas J. Liesz