

Southwest Small Business Institute Association
(SSBIA) 1990

- 1. Comparison of Union and Non-Union Small Business Firms: Profile, Business operations, and Personal Issues**
 - Suhail Abboushi
- 2. OTC Market Firms: An Updated Failure/Non-Failure Model Using Altman's Variables**
 - Debashish Banerjee
 - Timothy P. Cronan
 - Thomas W. Jones
- 3. The Microeconomic Reinforcement of Small Business Development**
 - Thomas R. Blue
 - Leo B. Cheatham
 - Ernest R. Moser
- 4. A Descriptive Report on the Informal Venture Capital Networks**
 - Donald Brown
 - Charles Stowe
- 5. High-Level Quality Service: The Entrepreneurial Connection**
 - Robert N. Carter
 - John W. Crim

6. An Exploratory Investigation of the Effectiveness of the SBI Program as seen by Marketing and Management Majors

- Gwen Fontenot
- R. Viswanathan
- Lynn Hoffman

7. Computer Usage in the Audit Process: A Comparison of Large vs. Small Firms

- James R. King
- Suzanne C. Abbe

8. Course Content for a Written Communication Seminar

- Betty A. Kleen
- Celeste B. Powers

9. Strategic Planning for a Small Business Information Systems

- Bin-Shan Lin
- Charlotta Nordyke

10. A Study of the Christian Yellow Pages as an Advertising Tool for Small Business

- David M. Ludington

11. Senior Citizen Employment Development in Small Business Lodging

Industry

- Homer Saunders
- Don B. Bradley III

12. Does Political Persuasion Make a Difference in the Attitudes of Small Business Executives Toward Exporting

- Raymond E. Taylor
- Bobby C. Vaught

13. Advertising Habits of Twenty Small Businesses

- E. R. Worthington