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Feature Paper

Electronic Commerce and the Use of Website Design Consultants in Western Australian SMEs: Factors Affecting the Success of Online Small Enterprises

This paper was presented by Shirley Bode and Janice Burn, both from Edith Cowan University in Australia, at the 45th International Conference on Small Business (ICSB) World Conference 2000 at Brisbane, Australia, on June 7-10, 2000.

Electronic Commerce is often considered too expensive, technologically complicated and unsuitable for the small business environment and is not seen as a core activity for most small enterprises. In spite of these inhibitors, there are a growing number of small organizations developing websites to market their products and an increasing number of enterprises conducting online transactions and selling their products directly to customers via the Internet. In Australia there are more than 1000 website design consultants having a strong impact on the Small and Medium Enterprise (SME) sector, particularly in their efforts to enter the world of online commerce.

The aims of this paper are first, to identify the extent to which SMEs feel their individual business needs are understood by website design consultants. Second, to investigate whether SMEs have clear goals and strategies before engaging in electronic commerce.

To read this entire paper on electronic commerce, visit our Web site at <http://www.sbaer.uca.edu/Research/2000/ICSB/008BODE.PDF>

Tip Of the Week

"Web Content Design"

The Web team has to determine the specific content of the Web site. The following list describes

features that can be considered in Web site design:

- E-mail, Unique Uniform Resource Locator, EC/financial transactions
- Shopping cart software, Online catalogs, Direct order procedures
- Dynamic databases, Static databases, Multimedia
- Telephone, Audio, Video
- File transfer capability, Forms, Chat rooms
- Three-dimensional display, Statistics, Customer tracking
- E-mail response and forwarding, Animation, Security

Also, there are many web content design considerations that must be analyzed. The following list summarizes a set of considerations for a Web team to implement an EC project:

- Service wanted, Manpower and electronic content the company can provide, Time to design your site
- Time to create and program your site, Extra fees for software development
- Fees for off-the-shelf application tools, Size of the site, Amount of traffic the site generates
- Management and control of content, Training for Web team, Outside consulting
- System installation, Server maintenance, Application programming
- Place for Web hosting, Security for financial transactions, Bandwidth needs, System capacity planning

"Electronic Commerce: A Managerial Perspective," Turban, E, Lee, J., King, D., and Chung, H. M., Prentice-Hall, Inc., 2000, pages 328-329.

Call For Papers

The Marketing-Entrepreneurship Symposium

The Marketing-Entrepreneurship Symposium, sponsored by the University of Illinois at Chicago, will be held August 7-10, 2001, in Washington, D.C. The annual meeting will be held just after the Academy of Management Entrepreneurship Division Conference and just before the Annual American Marketing Association Entrepreneurship Special Interest Group Conference. One full day of our Symposium will be devoted to Scholar Discussion Groups. Please send one-page paper and/or session proposals to Debra Malewcki at dmalew1@uic.edu

Submission deadline for proposals: **February 28, 2001**

For more details on the this conference, visit www.uic.edu/cba/ies

Conference

2001 MidSouth Marketing Educators' Conference

You are invited to participate in the 2001 MidSouth Marketing Educators' Conference. The conference

will be held on March 14-16, 2001, at the Hampton Inn Resort and Conference Center in Pensacola Beach, Florida. This year's theme is "Teaching Marketing in the e-World." This conference, which has been held annually since the late 1970's, is dedicated solely to improving the practice of marketing education. The focus is on issues that concern you as a marketing educator.

Hotel Reservation Deadline: **February 14, 2001**

For further information on this conference, visit www.haas.uwf.edu/midsouth/

Call for Papers

32nd Annual Meeting of the Decision Sciences Institute

The 32nd Annual Meeting of the Decision Sciences Institute will be held in San Francisco, California, on November 17-20, 2001. The Decisions Sciences Institute, in its more than 30 years of service, has held well-attended annual meetings to promote the dynamic exchange of ideas between leading researchers, educators, and managers who share scholarship on decision-making practices, and disseminate innovations in education and curricular programs.

The 2001 Annual Meeting should be no exception. Competitive paper sessions, workshops, panels, tutorials, and symposiums are welcome from all areas of the decision sciences. Consistent with the Institute's commitment to collaboration across academic disciplines and organizational boundaries, many interdisciplinary sessions are included such as e-business, technology and innovation, entrepreneurship, enterprise systems, supply chain integration, and multi-disciplinary decisions in both the public and private sectors.

Submission Deadline: **March 1, 2001**

For further information on this conference, visit www.decisionsciences.org

Competition

The 2001 Instructional Innovation Award Competition

The 2001 Instruction Innovation Award Competition, which will be held on November 17-20, 2001, in San Francisco, California. The Instructional Innovation Award is presented to recognize outstanding creative instructional approaches within the decision sciences. Its focus is innovation in college or university-level teaching, either quantitative systems and/or behavioral methodology in its own right, or within functional/disciplinary areas such as finance, marketing, management information systems, operations, and human resources.

The award brings national recognition for the winner's institution and a cash prize of \$1,500 to be split among the authors of the winning submission. Authors of each of the remaining finalist entries share cash awards of \$250. Author(s) of the winning submission will be encouraged to prepare a paper for possible publication in Decision Line.

Submission Deadline: **March 1, 2001**

For further information on this conference, visit www.sbaer.uca.edu/Docs/bulletins/IIAC2001.htm

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- If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Richard Armstrong at rea7401@cub.uca.edu

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- SBANC Newsletter is provided as a service to the **International Council for Small Business (ICSB)** members and the **Association for Small Business and Entrepreneurship (ASBE)** members.
 - If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>
 - If interested in becoming a member of ASBE, contact Patti Wilber at plwilber@nwosu.edu
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If you would like to be added to the list, you may send a message to the same address with the word "**add**" in the subject line.