

Volume 4

SMALL BUSINESS INSTITUTE® JOURNAL

An Official Journal Of The Small Business Institute®

Don B. Bradley III, PhD

Editor

Small Business Advancement National Center
University of Central Arkansas

Small Business Institute® Information

is published on the Small Business Institute® web page
www.smallbusinessinstitute.biz

Small Business Advancement National Center Information

is published on
<http://saber.uca.edu>
501-450-5300

The Small Business Institute® is the premier organization dedicated to field-based student consulting and outreach to small businesses. Our members are actively involved with small businesses and entrepreneurial firms in their communities and regions.



LETTER FROM THE PRESIDENT

Catch the Dream...Share the Vision!

The Small Business Institute[®] theme for this year is “Catch the Dream...Share the Vision!” As viewed in this quality journal, much is being done in entrepreneurship and small business that builds on this theme. It is an exciting time!

As the premier organization for pedagogical research using field-based student experiential learning, the Small Business Institute[®] provides a unique niche. The association offers yearly student consulting project competition (POY), an annual conference, professional development opportunities, research and presentation venues, and a rich network of members who are passionate about entrepreneurship and small business. Collegiality is priceless.

To learn more about SBI, our web site provides additional information regarding its mission, the benefits of membership, and publishing opportunities. Please go to www.smallbusinessinstitute.biz to learn more. As we continue to think “green”, this journal--The Small Business Institute[®] Journal--is published electronically twice a year—April and October. Its targets a wide range of research regarding small business and entrepreneurship issues. Pedagogical manuscripts enable scholars and practitioners to share findings and best practices in their disciplines through the SBIJ and allow such practitioners as business owners and policy makers to share insight and best practices. We encourage you to submit your manuscript for review. All submissions are blind reviewed by three individuals.

The Small Business Institute[®] Journal captures the dreams and shares the visions through research, publication, application, and best practices. We hope you enjoy this issue!

Patti L. Wilber, Ph.D.
Northwestern Oklahoma State
President of the Small Business Institute[®]



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Letter from the Editor

I personally would like to thank the Small Business Institute and its officers for their support of the Small Business Institute Journal. This journal is for the members and interested researchers in the field of small business and entrepreneurship. Also, without the support of the University of Central Arkansas it would be impossible to produce this journal.

This journal should provoke expanded thought that would lead to greater research in the field. The authors have worked very hard to present some outstanding ideas and to promote better understanding. The student interns are to be congratulated for their hard work on this journal.

The reviewers are crucial to the success of any journal, and this one is no exception. My wholehearted thanks go out to all reviewers who have been very professional and responded in a timely manner. I also feel gratified in that we have a number of new reviewers added to our list for this issue. Please remember that this journal is only as good as the articles that you send to us. Your scholarly work is greatly appreciated.

Don B. Bradley III, PhD
Editor

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