September 4, 2015

Dr. William C. McDowell

Editor-in-Chief

*Journal of Small Business Strategy*

Dear Dr. McDowell

Enclosed please find the manuscript “*Customer-Firm Interaction and the Small Firm: Exploring Individual, Firm, and Environmental Level Antecedents,”* which we wish to be considered for publication at the *Journal of Small Business Strategy.*

The paper focuses on the factors that influence customer-firm interaction (CFI) in small firms. Plenty of research has been done on the outcomes of CFI, such as, new product success, firm performance, new venture success etc., but none focuses on the antecedents of CFI. This paper addresses this gap in the existing literature, emphasizing the importance of CFI especially for small and entrepreneurial firms. Analyses is based on the data from small firms. Findings are interesting and reveal individual, firm, and environment related factors that influence CFI. The results thus add to the academic body of knowledge and have practical implications, which are discussed.

The paper is original, has not been published or accepted for publication, and is not under review elsewhere. An earlier version of the paper was presented at the 2015 Annual Meeting of the Academy of Management. I hope that you find it appropriate for publication at *JSBS.*

Kindly confirm receipt of this manuscript. Thank you very much for your consideration.

Sincerely,

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