

**JOURNAL OF SMALL BUSINESS
STRATEGY****TABLE OF CONTENTS**

- 1** ***Creating Entrepreneurs From the Ranks of the Unemployed***
Prashanth N. Bharadwaj Indiana University of Pennsylvania
Thomas W. Falcone Indiana University of Pennsylvania
Stephen W. Osborne Indiana University of Pennsylvania
- 17** ***A Comparative Profile of Male- and Female-Owned Small Accounting Practices***
Martha A. Fasci The University of Texas at San Antonio
Jude Valdez The University of Texas at San Antonio
- 33** ***Minority and Women Entrepreneurs Contracting with the Federal Government***
Todd D. Mick Missouri Western State College
Patricia G. Greene Babson College
- 49** ***From Mass Customization to Customization: An Opportunity for Entrepreneurial Differentiation***
Timothy W. Aurand Northern Illinois University
Carol DeMoranville Northern Illinois University
Elisa Fredericks Northern Illinois University
- 59** ***Idea or Prime Opportunity? A Framework for Evaluating Business Ideas for New and Small Ventures***
Sherrie E. Human Xavier University
Thomas Clark Xavier University
Melissa S. Baucus Xavier University
Sandy Eustis New Heritage Academies
- 81** ***The Consequences of Fairness for a Small Professional Services Firm***
Tina L. Robbins Clemson University
Ben C. Jeffords Erskine College

BOOK REVIEW

- 93** ***Business Plans Made Easy, Second Edition***
By Mark Henricks & John Riddle
Reviewed by Kenneth R. Klotz Bradley University
- 95** ***SUBMISSION GUIDELINES***