

# *JOURNAL OF SMALL BUSINESS* **STRATEGY**

---

**Editor**

Gerald E. Hills

Bradley University

**Associate Editor**

Bruce H. Kemelgor

University of Louisville

Eugene Fregetto

University of Illinois — Chicago

**Editorial Assistant**

Elizabeth Knapinski

Bradley University

**Editorial Review Board**

Semra Ascigil

Middle East Technical University

Joe R. Bell

University of Arkansas at Little Rock

David Brennan

University of St. Thomas

Shawn Carraher

Indiana Wesleyan University

Eugene Fregetto

University of Illinois at Chicago

Joseph Geiger

University of Idaho

Armand Gilinsky

Sonoma State University

Michael Goldsby

Ball State University

Michael Harris

East Carolina University

David Lyn Hoffman

Metropolitan State College of Denver

Jeffrey Hornsby

Kansas State University

Cathleen (Folker) Leitch

Wilfrid Laurier University

Robert Lussier

Springfield College

Matthew R. Marvel

Western Kentucky University

Brian McKenzie

California State University, East Bay

Thaddeus McEwen

North Carolina A&amp;T State University

Abbas Nadim

University of New Haven

John E. Prescott

University of Pittsburgh

Neal Pruchansky

Keene State College

Jeff Shields

University of Southern Maine

Leo Simpson

Seattle University

Matthew C. Sonfield

Hofstra University

Harriet Stephenson

Seattle University

Jude Valdez

University of Texas at San Antonio

Dianne Welsh

University of North Carolina — Greensboro

Special thanks to Elizabeth Knapinski for her high quality editorial work and her commitment and devotion to creating a great product. Thanks also to James Foley and Jennie Hale that, through their excellent leadership, have ensured a high quality publication.

The *Journal of Small Business Strategy* is a joint publication of the Small Business Institute® and the Foster College of Business, Bradley University. Send subscription requests to *Journal of Small Business Strategy*, Foster College of Business, Turner Center for Entrepreneurship, Bradley University, 1501 W. Bradley Ave., Peoria, IL, 61625 or e-mail to [jsbs@bradley.edu](mailto:jsbs@bradley.edu). Annual subscriptions (two issues) may be ordered at \$25 each (U.S. dollars only). International subscriptions add \$5 annually for postage and handling. Back issues may be ordered at \$12 per issue. Members of the International Council for Small Business receive a 40% discount. ICSB members pay \$15 plus \$5 for international subscriptions.

©Copyright 2014 Small Business Institute® ISSN 1081-8510

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.