

EDITOR'S NOTE

While budget balancing has been the driving force behind much of the activity in Congress, small business owners continue to institute real and meaningful changes to streamline their businesses. Much of the focus of this issue supports efforts to address cost containment, the effective use of external resources and to reduce the burdens placed on small businesses by government regulation.

In the lead article Roy Cook and Janet Wolverton provide a practical hands-on small business performance scorecard to help small business owners undertake a comprehensive review of operations. In a similar manner, as large public accounting firms rediscover the greater significance of small business and entrepreneurship, Drs. Wolk and Wootton provide a meaningful guide to service and competitive enhancement available to small firms.

Professor Scherr shows how small businesses can adopt and modify traditional credit management strategies while outsourcing others to costly to be effectively supported. Addressing the ridiculous burdens placed on small businesses by litigation expenses, Marc Lampe and Seth Ellis show how small firms can avoid costly litigation by resolving disputes through mediation and arbitration. In another cost assessment article, Suzanne Milburn, Ray Siehndel and I collaborated in presenting new cost containment health care insurance practices for small businesses.

In an exploratory study that extends the research frontiers of new venture strategy, Jim Chrisman and George Danforth seek to explain how outsiders can best be used to assist new ventures with growth management planning. Another cutting edge article by Ravi Behara and David Gundersen, deals with sustainable competitive advantage issues and the application of a contemporary strategic thinking model that has proven to be a new approach to help small business firms realize their future.

The last article in this issue by professors Strong and Winchell tackles the controversial effectiveness of market intervention by the federal government in creating small business technology partnerships. Although designed as a means of assisting small business in becoming competitive in new markets, such partnerism may very well be wrought by bad science.

In total, with the end of our sixth year of publication, we continue to bring our readers articles to keep them abreast of new knowledge and practical applications for small business and entrepreneurial success.

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Editor
