

EDITOR'S NOTE

As the current and rapidly developing political-economic impact of small business on the future of our economy evolves, small business success will increasingly require a meaningful response to issues of Government influence, diversity management and information strategy. In this issue, we examine the risks likely to be encountered in an aggressive growth management strategy.

In the lead article which won the 1996 SBIDA Distinguished Research Award, James and JoAnn Carland in collaboration with Wayne Stewart help us understand the enigma of entrepreneurship by examining the triggering relationship between the initiating force and the initiating action. Like the most fundamental discovery in "Chaos Theory," all matter (and entrepreneurs) exist only in relationships. The following article by Drs. Lussier and Corman (2nd runner-up for the SBIDA Distinguished Research Award) explains a small business success prediction model that demonstrates significant results.

In a well illustrated article, Dr. Ron Cook explores the political influence strategies employed by small business firms and discusses the advantages and disadvantages of each combination of methods. In a similar exploratory investigation, professors Stoner, Hartman and Arora examine the attitudes and actions of diversity management in small businesses. They warn that a true culture of diversity cannot exist if tangible and relevant supportive programs/activities are not put in place; especially for the large number of new young labor force entrants.

The cumulative long-term value-added impact of marketing expenditures by small business firms is a timely topic addressed by Bob Wright and John Palmer. Understanding this impact can significantly impact how small business firms use information to both inform and form customer expectations. The following article by Karen Francis, Paula Bone, and Jim Francis warns of the risks in comparison advertising in small market segments.

The final article in this issue by Drs. Catherine Daily and Dan Dalton raises an important issue of objectivity and effective entrepreneurial leadership when the C.E.O. and the Board chairperson are the same. They help us sort out the fact and fallacy in the expectations of venture capitalization and other constituents when this most common situation arises.

With this seventh volume of JSBS, we hope your continuing contributions will permit both a summer and fall edition this year.

Joseph F. Singer, Ph.D.
Editor
