

EDITOR'S NOTE

As we begin the second decade of publication of the *Journal of Small Business Strategy (JSBS)* and prepare to celebrate the twenty-fifth anniversary of the Small Business Institute Directors Association (SBIDA) in Disney World in Orlando (February 7 – 10, 2001), it seems appropriate to briefly reflect on the past and the future of the journal.

Volume 1, Number 1 was published in February, 1990 and included eight articles which were selected as the best articles from the 14th Annual SBIDA Conference. The editor was Gwen Fontenot who played an important role in SBIDA for a number of years. Today, *JSBS* is a nationally recognized journal with an editorial review board consisting of 30 dedicated individuals employing a blind review process.

After ten years of publication, *JSBS* has expanded in several ways and has published articles on a broad range of topics related to small business and entrepreneurship for the practitioner, the consultant and the educator. A profile of the articles that have appeared in *JSBS* appears on the next page.

As we enter the year 2000, we would like to remind the readership that the editorial staff and the editorial review board of *JSBS* continue to attempt to move the journal forward in terms of the quality and quantity of articles related to the ever growing field of small business management and entrepreneurship.

Notwithstanding the profile of the articles previously published in *JSBS*, the scope and content of articles of interest to us is quite broad:

- Assist in the formulation or implementation of small business strategy
- Be directly applicable to consulting projects and solutions
- Generate ideas and approaches to problem solving in small business & entrepreneurship
- Be presentable to a small business owner/manager for application
- Relate to small business & entrepreneurship education

Correction to Volume 10, Number 2: The last issue of *JSBS* included an article titled "Putting Your Business on the Map: Geographic Information Systems for Small Business" authored by Ronald Rubin of the University of Central Florida and Lawrence A. West, Jr., also of the University of Central Florida. Lawrence West's name was inadvertently omitted from the article. The editorial staff of *JSBS* extends its sincere apology to Dr. West.

Stephen Osborne, *Editor*

Content Summary: *Journal of Small Business Strategy* (1990-99)

Topic	Empirical	Applied	Topic			Topic
			Total	% Empirical	% Applied	as % of
						Total
Accounting						
Financial	2	5	7	29%	71%	5%
Taxation	0	1	1	0%	100%	1%
System/Software	1	0	1	100%	0%	1%
Entrepreneurship	13	2	15	87%	13%	10%
Ethics/Environment	5	1	6	83%	17%	4%
Finance						
Techniques	1	4	5	20%	80%	3%
Financing	2	2	4	50%	50%	3%
Legal/Govt./Mediation	4	4	8	50%	50%	5%
Management						
BODs/Governance	2	0	2	100%	0%	1%
Bus. Plan/Planning	6	1	7	86%	14%	5%
Crisis Mgmt	0	1	1	0%	100%	1%
Culture	1	0	1	100%	0%	1%
HRM/Diversity	14	7	21	67%	33%	14%
POM/TQM	2	2	4	50%	50%	3%
Strategy	7	8	15	47%	53%	10%
Marketing						
Advertising/Promotion	1	2	3	33%	67%	2%
Strategy	1	5	6	17%	83%	4%
MIS/Info. Technology						
Systems	1	2	3	33%	67%	2%
Internet/Web	0	2	2	0%	100%	1%
Data Base	0	2	2	0%	100%	1%
Miscellaneous						
Case Study/Notes	1	1	2	50%	50%	1%
Export/Global	5	4	9	56%	44%	6%
Firm Performance	3	1	4	75%	25%	3%
Franchising	1	2	3	33%	67%	2%
Innovation/Technology	2	1	3	67%	33%	2%
Minority Ownership	1	0	1	100%	0%	1%
SBA	1	2	3	33%	67%	2%
SBI	4	4	8	50%	50%	5%
Consulting	0	2	2	0%	100%	1%
Economic Development	0	1	1	0%	100%	1%
Book Reviews	0	3	3	0%	100%	2%
Total	81	72	153	53%	47%	100%