

**JOURNAL OF SMALL BUSINESS
STRATEGY****From the Editor**

This issue marks the first issue of the *Journal of Small Business Strategy* to be published by Bradley University in conjunction with the Small Business Institute® after being housed for more than five years at Indiana University of Pennsylvania. I begin by offering sincere thanks to Stephen Osborne of IUP who edited the journal during that time. My respect for Steve and for Associate Editors Joette Wisnieski and Prashanth Bharadwaj grew continuously as I have become more and more immersed in the editing and publication tasks. Steve's work is not restricted to editing. You will note that he is a co-author on the first article, published here because it was the outstanding paper at the 2004 SBI conference. So thanks, Steve, for all your work in behalf of the journal and SBI. I also express my great appreciation for the editorial review board for the *Journal of Small Business Strategy*. Almost without exception, they have served well in the often onerous task of reviewing articles in a timely fashion in addition to their own university responsibilities.

This issue, Volume 15, Number 1, was unavoidably delayed due to personal, organizational, and technical difficulties beyond anyone's control prior to and during the transition to Bradley University. We apologize to our authors and our readers. Readers should note that some articles in this issue were initially received in 2003 with revisions returned in 2004. Our hope is to have Volume 15, Number 2 out within the next few months, thereby putting us back on track with Volume 16. We assure you that the *Journal of Small Business Strategy* is alive and well, and we encourage you to submit quality papers to *JSBS* for our consideration. We look forward to a several-year relationship between the Small Business Institute® and Bradley University.

Interest in the field of entrepreneurship is increasing. This is evidenced by the number and quality of submissions to the *Journal of Small Business Strategy*. Authors should keep in mind that *JSBS* is an applied research journal. We encourage articles that are empirically or conceptually based while being written in a style commensurate with the applied nature of the journal. Articles that are heavily theoretical and esoteric or, conversely, are based on popular press and web sites are discouraged.

Please check the submission guidelines in this issue of the *Journal of Small Business Strategy*. Note that submissions are now accepted only by electronic media. With electronic transmission of articles and reviews, the process should be reduced to two months instead of up to six months. Please check the *JSBS* web site (www.jsbs.org or www.bradley.edu/fcba/jsbs) for additional information or changes in the submission and review process.

Again, we thank Steve Osborne and his team at Indiana University of Pennsylvania for their yeoman's work over the past five years, and we pledge to continue the *Journal of Small Business Strategy* as a venue of choice for your applied research.

Fred L. Fry
Editor, *JSBS*