

JOURNAL OF SMALL BUSINESS STRATEGY

From the Editor

In this issue, we continue moving toward our goal of gently nudging up the quality of the papers published in the *Journal of Small Business Strategy* while keeping the overall thrust of the papers applied. In this issue, for example, you will see some articles in which the authors have used somewhat more advanced statistical analysis in reaching their conclusions while ending the articles with an applications focus. While the use of factor analysis or structural equation modeling is certainly not required for articles, we encourage authors to do more than simple data description. Do keep in mind, however, that JSBS is an applied research journal. So while we look for quality research, we also insist on an applications focus. I might note, too, that we accept empirical, conceptual, and theory building papers. Perhaps above all, the papers need to be interesting to our readers – academics, consultants, and practitioners.

Speaking of interesting and high quality, the papers in this issue fit both descriptors. Two of the papers are award winners. The paper by Pett and Wolff, “SME performance: A case for internal consistency,” won the JSBS Editor’s Choice award for best empirical paper at the 2007 USASBE conference. The paper by Fiore and Lussier, “The development and statistical testing of a nascent organizational structure sequence model,” won the Coleman Foundation Best Empirical Paper award at the 2006 USASBE conference. An excellent article by Morris, Kocak, and Ozer, is “Coopetition as a business strategy: Implications for performance”. For those thinking coopetition was a typographical error, strategies for smaller companies that combine competition and cooperation – hence coopetition – are shown to have high potential for success. Murphy, Celluch, and Callaway looked at internet use and strategic flexibility and found quite interesting results. They concluded that the internet is much more valuable in a dynamic environment than in a more static one. One of the most interesting papers in this issue is by Burpitt and Fowler. In “Entrepreneurial strategies in a declining industry,” they study the furniture industry, which has been hard hit by foreign competition. He shows that even in a hostile environment entrepreneurial strategies can lead to success. Tower, Gudmundson, Schierstedt, and Hartman delve into a topic of interest to many and show that *who* is included in family business meetings is more important than simply having the meetings. Finally, Allred, Addams, and Chakraborty look at *Inc.* 500 firms’ use of informal versus formal planning. All in all, I am pleased with this lineup of articles. I offer my thanks to the authors and to the reviewers for bringing this collection of research to you.

Some of you reading this issue may be reading the *Journal of Small Business Strategy* for the first time. Members of the Small Business Institute® receive the journal as part of their membership. We are also sending this issue gratis to all members of the U.S. Association of Small Business and Entrepreneurship (USASBE). In addition, we are making JSBS available to all ICSB members, domestic and international, at a 40% discount off the cover price. We hope you find value in the *Journal of Small Business Strategy* and include it as an outlet for your high quality applied research work.

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Editor