

JOURNAL OF SMALL BUSINESS **STRATEGY**

From the Editor

Thanks for your continued interest in the *Journal of Small Business Strategy*. I hope this issue piques your intellectual curiosity and provides value to you in your teaching, research, or practice.

We begin this issue with an invited paper. Bill Gartner was gracious enough to provide a variation of his previously published work with the Small Business Administration on the role of business plans and planning on start-up activities. He and Jon Liao used the PSED dataset to assess whether individuals who had developed business plans were more likely to start a business than those who had not.

The second article, by Eva Cools and Herman Van den Broeck, is an award winner. Cools won the Best Paper Award for a Junior Researcher at the 20th Research in Entrepreneurship and Small Business (RENT) conference in November 2006 for an earlier version of this paper. It re-visits the “hunt for the heffalump” topic by adding cognitive characteristics to the trait research many of us have seen before. You should find it very interesting.

Peake, Marshall, and Preckell report on a macro study – slightly unusual for *JSBS*. They look at the role of state policies and culture in firm births. Those of you who are interested in policy issues will find this article particularly interesting.

Harris, Gibson, and Taylor look at the impact participating in SBI programs has on entrepreneurial attitudes. Using pre-and post-tests, they showed a positive relationship between participating in an SBI project and entrepreneurial attitudes. Since the Small Business Institute® is a co-sponsor of the *Journal of Small Business Strategy*, many readers will find this interesting.

John Leaptrott studied the relationship between the need for cognition and early stage performance. His study suggests that the cognitive characteristics of the entrepreneur can influence performance. You may want to read this article after reading the Cools and Van Den Broeck piece above, as cognitive characteristics are key to each of the articles.

Finally, Lawrence reports on a study of entrepreneurs in Jamaican businesses to determine the relationship between operations strategy and profitability. This paper is interesting in its own right, but it also has implications for other businesses outside Jamaica.

I hope you find these articles interesting and valuable. I also encourage you to submit your own work to the *Journal of Small Business Strategy*. We look for articles that demonstrate a definite emphasis on strategy, but we are also interested in articles that break new ground in other areas of entrepreneurial research.

Here is a heads up notification. See the Spring/Summer issue for a possible Special Issue announcement. We are considering a special issue on Social Entrepreneurship. I will let you know the details and an official call for papers announcement in the next issue.

Fred L. Fry
Editor