

# JOURNAL OF SMALL BUSINESS **STRATEGY**

## **Editor**

Stephen W. Osborne

Indiana University of Pennsylvania (IUP)

## **Associate Editors**

Prashanth B. Nagendra

Indiana University of Pennsylvania (IUP)

Joette M. Wisnieski

Indiana University of Pennsylvania (IUP)

## **Editorial Assistant**

Julie Dobish

Indiana University of Pennsylvania (IUP)

## **Book Review Editor**

Radha Chaganti

Rider University

## **Editorial Review Board**

Ramachandra Asundi

University of Puerto Rico

James Bradley

Central Washington University

David Brennan

University of St. Thomas (St. Paul)

Shawn M. Carraher

Texas A & M University - Commerce

Radha Chaganti

Rider University

Vivek Choudhury

Florida State University

Richard T. Dailey

University of Montana

Dale Dickson

Mesa State College

Terry Gaston

Southern Oregon University

Masoud Hemmasi

Illinois State University

Lynn Hoffman

University of Northern Colorado

Lawrence Klatt

Florida Atlantic University

Krish Krishnan

Indiana University of Pennsylvania (IUP)

Thomas J. Liesz

Mesa State College

Stephen Lucas

University of North Carolina-Greensboro

Steven J. Maranville

University of St. Thomas (Houston)

Thaddeus McEwen

North Carolina A&T University

Abbas Nadim

University of New Haven

John E. Prescott

University of Pittsburgh

Neal R. Pruchansky

Keene State College

James A. Rodgers

Indiana University of Pennsylvania (IUP)

C. Louise Sellaro

Youngstown State University

Herbert Sherman

Southampton College of Long Island

Leo Simpson

Eastern Washington University

Joseph Singer

University of Missouri - Kansas City

Matthew C. Sonfield

Hofstra University

Pamela H. Specht

University of Nebraska at Omaha

Harriet Stephenson

Seattle University

Jude Valdez

University of Texas, San Antonio

Howard Van Auken

Iowa State University

John B. Wallace

Marshall University

Monica Zimmerman

Temple University

The *Journal of Small Business Strategy* is a joint publication of the Small Business Institute Directors' Association (SBIDA) and the Eberly College of Business & Information Technology, Indiana University of Pennsylvania. Send subscription request to Stephen W. Osborne, Editor, *Journal of Small Business Strategy*, Indiana University of Pennsylvania, 304 Eberly College of Business & Information Technology, Indiana, PA 15705-1071. Annual subscriptions may be ordered at \$20 each (U.S. dollars only). International subscriptions add \$5 annually for postage and handling. Back issues may be ordered at \$12.

© Copyright 2000 Small Business Institute Directors' Association ISSN 1081-8510

## 2000-2001 SBIDA Officers

# SBIDA

Small Business Institute  
Directors' Association

---

### *President*

**Joseph J. Geiger, MBA, Ed.D.**  
University of Idaho  
Office: (208) 885-7154  
Fax: (208) 885-8939  
E-mail: joeg@uidaho.edu

### *President-Elect*

**Roosevelt D. Butler, Ph.D.**  
The College of New Jersey  
Office: (609) 771-2868  
Fax: (609) 637-5129  
E-mail: rbutler@tcnj.edu

### *Vice-President--Programs*

**Sherrill R. Taylor, M.B.A., SPHR**  
Texas Woman's University  
Office: (940) 898-2903  
Fax: (940) 898-2120  
E-mail: staylor@twu.edu

### *Vice President--Conference Coordinator*

**Geralyn McClure Franklin, Ph.D.**  
University of Texas of the Permian Basin  
Phone: (915) 552-2170  
Fax: (915) 552-2174  
Email: franklin\_g@utpb.edu

### *Vice President--Publications*

**Stephanie Huneycutt, J.D., L.L.M.**  
Christopher Newport University  
Phone: (757) 594-7139  
Fax: (757) 594-7808  
Email: huneycut@cnu.edu

### *Vice President-Program Quality Assurance*

**Gary L. Aitchison, Ph.D.**  
Iowa State University  
Office: (515) 294-8107  
Fax: (515) 294-2534  
E-mail: gaitchis@iastate.edu

### *Vice President--Case Competition*

**James Bradley, Ph.D.**  
Central Washington University  
Phone: (206) 439-1282  
Fax: (206) 439-3809  
Email: bradley@cwu.edu

### *Vice-President -Marketing & Membership*

**Michael Broida, Ph.D.**  
Miami University of Ohio  
Phone: (513) 529-4841  
Fax: (513) 529-9689  
Email: broidams@muohio.edu

### *Vice President--Development*

**Bruce Kemelgor, Ph.D.**  
University of Louisville  
Office: (502) 852-4788  
Fax: (502) 852-7557  
E-mail: bhkeme01@louisville.edu

### *Vice President--Administration*

**Ronald G. Cook, Ph.D.**  
Rider University  
Office: (609) 895-5522  
Fax: (609) 896-5304  
E-mail: cookr@rider.edu

### *Secretary--Treasurer*

**Radha Chaganti, Ph.D.**  
Rider University  
Phone: (609) 895-5529  
Fax: (609) 896-5304  
Email: chaganti@rider.edu

### *Immediate Past President*

**J. Douglas Frazer, Ph.D., CPA**  
Millersville University  
Office: (717) 871-5555  
Fax: (717) 871-2464  
E-mail: dfrazer@marauder.millersv.edu

### *Editor - Journal of Small Business Strategy*

**Stephen W. Osborne, Ph.D.**  
Indiana University of Pennsylvania  
Phone: (724) 357-5760  
Fax: (724) 357-5743  
Email: osborne@iup.edu