

ANNOUNCING THE NEW
JOURNAL OF MARKETING AND ENTREPRENEURSHIP RESEARCH

and the two
UIC/AMA RESEARCH SYMPOSIA ON MARKETING AND ENTREPRENEURSHIP

MELBOURNE, AUSTRALIA

June 30 - July 1, 1995

WASHINGTON, D.C.

August 11-12 1995

UIC The University of Illinois
at Chicago

Co-Chairs
Gerald E. Hills
Claudio Romano
Richard D. Teach



THE COLEMAN FOUNDATION

HELD IN CONJUNCTION WITH THE AMS, ICSB AND INTENT CONFERENCES

COMPLETED PAPERS DUE BY MAY 15, 1995

Entrepreneurship, innovation, risk-taking, proactiveness, and new enterprises provide the engine for the global economy. Research at universities, business centers, and public agencies all over the world demonstrate the importance of entrepreneurial activities in job creation and economic growth. The mission of the Symposium is to be a catalyst to encourage high quality scholarly attention to marketing and entrepreneurship. Great attention is being paid to the contribution of marketing in the entrepreneurial process. A significant contributor to this research attention has been the invited research meetings held for eight years in the United States and also two meetings in France at INSEAD.

Symposium Objectives

1. Delineate and prioritize differences in the nature of marketing in entrepreneur-led firms and in new ventures.
2. Provide an outlet for empirical results from high quality, exploratory studies.
3. Exchange ideas concerning alternative theories, methodologies, and data sources.
4. Provide a forum for discussion among leading marketing and entrepreneurship scholars.

Restricted Attendance

In order to provide for ample discussion and interchange, attendance is limited. The standard "ticket of admission" is an accepted empirical paper. It is acknowledged that small sample sizes and/or limited use of analytical techniques can be totally consistent with the conduct of scholarly exploratory research. An exception to this rule will be made only for high quality conceptual contributions. The primary criterion for acceptance will be whether the paper contributes new and relevant knowledge. Papers will be peer refereed to assist authors and to ensure a high quality meeting. Full papers or paper summaries will be published in the Proceedings, as determined by the reviewers. If space permits, a few participants who do not present a paper or lead a session may be admitted. To be considered, please submit a short vita by May 1 (for review by Committee). Send this to the appropriate conference chairperson listed at the end of this announcement.

M O N A S H U N I V E R S I T Y



Georgia Tech



Journal of Marketing and Entrepreneurship Research: An International Journal

The first issue of this new Journal will appear after the Symposium. It is expected that 2-4 of the better papers from the two Symposia will appear in one of the early issues of the Journal. The distinguished Editorial Board will ensure a high quality Journal. For submission guidelines, please contact Professor Hills as noted below.

Previous Speakers

The Symposia have attracted numerous leading scholars in the marketing discipline as well as from the entrepreneurship field. They have represented noted institutions from throughout the world. The controlled size of the Symposia and the rich diversity of speakers have led to fruitful interchange of ideas.

Paper Submission: \$1000 Coleman Best Paper Award

When submitting a proposal/paper, please indicate at which site you plan to present your paper and submit it to the appropriate conference chair (see end of announcement). Completed papers are due by May 15, 1995. Papers will be reviewed for relevance, scholarly orientation, and the probability of contributing new knowledge. Authors may be asked to revise the papers as the Proceedings is being produced, up until October 1. Papers should contain a cover page which includes sections that specify the Research Problem and Relevance, Research Hypotheses/Questions, Reference to Supporting Literature, Methodology and Expected Contributions to Practice and/or Theory. An applied "how to do it" should be avoided. Papers should be a maximum of 20 pages, inclusive of bibliography, tables, etc. Style should follow the Journal of Marketing. The relevance of the paper to marketing and entrepreneurship should be apparent. Explicitly cite the size, type of firms, and entrepreneurial activities that are being examined. Finally, references to existing entrepreneurship research should be included, possibly encompassing prior Proceedings of the Symposium. Relevant, good quality papers will be published in the 1996 Proceedings, and summaries of other papers will be included. Authors of outstanding papers in both Symposia will be notified of their eligibility for the new Journal. Authors may, however, opt to not have their paper published in the Journal or Proceedings (which is not copyrighted).

Illustrative Topics

Theory building for marketing and entrepreneurship
Entrepreneurial activities of marketing managers
Validity of organization life cycles as entrepreneurship theory frameworks
Franchising and entrepreneurship in developing economies
Marketing opportunities and new ventures
Entrepreneurship and marketing teaching
Firm growth and marketing knowledge
Corporate entrepreneurship in new product/venture marketing

New Product performance of small vs. Large firms
Entrepreneurship in newly marketized economies
Entrepreneurs' knowledge of marketing
Market structure and entrepreneurial opportunity
Strategic Marketing in new ventures
Entrepreneurship and marketing ethics
A unique role for marketing mix variables in start-up firms
International Entrepreneurship

Sponsorship

The Symposia are cosponsored by the University of Illinois at Chicago, the Coleman Foundation, Georgia Institute of Technology, the Syme Monash Accounting and Training Research Centre, and the American Marketing Association Entrepreneurship Special Interest Group. Other cooperating organizations include the Academy of Management, the International Council for Small Business, and the U.S. Association for Small Business and Entrepreneurship.

Where to Submit Proposals/Papers

Authors who plan to present in Australia should submit their papers to:

Dr. Claudio Romano
Syme Department of Accounting
Faculty of Business and Economics
Monash University
900 Dandenong Road
CAULFIELD EAST VIC 3145 - AUSTRALIA
Fax: 011-61-3-903-2422 Tel: 011-61-3-903 2422
E-Mail: Claudio.Romano@Symebus.Monash.Edu.Au

Authors who plan to present in Washington, D.C should submit their papers to:

Dr. Richard D. Teach
School of Management
Georgia Institute of Technology
Ivan Allen College
755 Ferst Drive
Atlanta, Georgia 30332-0520
Fax: 404-894-6030 Tel: 404-894-4355
E-Mail: richard.teach@mgt.gatech.edu

Registration

Please direct general inquiries to Dr. Gerald E. Hills at UIC, FAX: 312-413-1265, BITNET: Gerald.E.Hills@UIC.EDU. Registration forms and hotel reservation information will be sent to all who have an accepted paper. The Symposium fee is \$145 and it includes the published Proceedings. Thank-you!