11th Annual Symposium of the AM SIG in Entrepreneurial and Small Business Marketing
4 to 6 January 2006
Lincoln Business School
Programme

Wednesday 4 January
18:00 Annual General Meeting The Lincoln Hotel, Reception Lounge

Thursday 5 January
09:00 Arrival and registration Architecture building, University of Lincoln
09:15 Session 1 AR1201
Introduction and Facilitator – Nick Taylor
Maria Ripollés, Blesa & Monferrer, Universitat Jaume I, Spain
Market orientation as a moderating factor between entrepreneurial orientation and international performance in international new ventures

J. Deacon, University of Wales, Pascal & Schwartz, Eastern Washington University, USA
A cross cultural study of entrepreneurs and their firms: marketing at the entrepreneurship interface

Deboroa Knowles, Westminster Business School
Measures and Self-Reported Sources of Success of Women Business Owners
10:45 Refreshments AR1202

11:15 Session 2 AR1201
Facilitator – Ian Fillis
R. Teach, Georgia Institute of Technology, R.G. Schwartz, Eastern Washington University
Quantitative Methodological Considerations in the Study of Marketing at the Entrepreneurship Interface

Ray Rogers & Al Halborg, Coventry Business School
SME Consultancy Support and Networking within a University Business School
12:30 Buffet Lunch AR1202
Thursday 5 January
13:30  Session 3  AR1201
Facilitator – Gerard Mcelwee
David Stokes, Kingston University, London
Customer acquisition and marketing communications by small business: the education and practice divide

G.R.W. Bown, University of Gloucestershire
Market Knowledge In A Small Firm: An approach and illustrative Case Study

Peter Frazer, University of Hertfordshire
The older owner-manager: some themes and issues in business startup

15:00  Refreshments  AR1202
15:30  Session 4  AR1201
Workshop Session chaired R.G. Schwartz

19:30  Evening Symposium Dinner  The Lincoln Hotel

Friday 6 January
9:30  Session 5  AR1201
Facilitator - TBA
Nick Taylor, University of Lincoln

Andrew Corcoran, University of Lincoln
Marketing Knowledge & Resource Combination: A case study of SMEs

Mari Suoranta, University of Jyvaskyla, Finland
The Role of Marketing in Small High Technology Firms – Constrained, Conservative or Creative?

10:45  Refreshments

11:15  Session 6  AR1201
Facilitator - TBA
Lincolnshire Initiatives

Symposium to finish with a Buffet Lunch

Any requests for further information please contact
Nick Taylor:
Lincoln Business School
University of Lincoln
Email: ntaylor@lincoln.ac.uk
Tel: +44-1522-886128