

FROM THE EDITOR

We are pleased to present the second issue in the 28th volume of the Journal of Small Business Strategy. During its 28th year of existence, the journal is experiencing exciting new developments. In Issue One, we instituted a new look for the articles which includes all of the information from the journal in the layout of each individual article. This constitutes a big change from the previous layout of the journal, while benefitting the researcher who downloads the articles independent of the entire journal by making the citation information readily available. Many of our faithful researchers have lauded this new move.

While we do believe the new format for the journal was necessary, we have also been working to increase the visibility of JSBS. Our efforts are beginning to pay off as we are now much more accessible. One area of measurement for this is through the numbers of downloads per article, and more importantly, how often researchers cite our articles. We are happy to announce a strong increase in these numbers. Our citation counts (as indicated in SCOPUS) rose 300% from 2016 to 2017, and, at the time of this writing which is June of 2018, our citation counts for 2018 thus far have increased 400% in comparison to 2016. These accelerated numbers are indicative of the outstanding research that is being utilized by scholars such as you, our readers. Thank you for supporting the Journal of Small Business Strategy and for continuing to find value in the articles that we publish.

Contributions to this issue

This issue begins with a paper titled “Social proactiveness and innovation: The impact of stakeholder salience on corporate entrepreneurship” by Michael Goldsby, Donald Kuratko, James Bishop, Patrick Kreiser, and Jeff Hornsby. The authors draw on the tenants of stakeholder theory to examine how stakeholder salience is integral to senior manager decision making in terms of the innovative strategy of the firm when it comes to the issues of social proactiveness. The next paper, “Strategy-as-coping in medium-sized enterprises: A social process of collective sensing for acquisition opportunities” by Wilson Ng and Maha Al-Shaghrouh, introduces the idea of “collective sensing” which allows senior level managers to potentially identify acquisition opportunities that have otherwise been overlooked in the market. The third paper, “The relationship between a comprehensive strategic approach and small business performance” by Ralph Williams, Scott Manley, Joshua Aaron, and Francis Daniel, focuses on the idea of a comprehensive strategic approach, which consists of goal setting, strategic planning, and financial ratio analysis, to lead to higher levels of small firm performance.

The fourth paper, “Dynamic capabilities of early-stage firms: Exploring the business of renting fashion” by Marcus Adam, Jochen Strähl, and Matthias Freise, provides a unique look at the fashion industry in the area of small businesses and new ventures. Specifically, this paper examines the share economy and how small and new firms develop a dynamic capabilities approach to servitization in traditionally manufacturing based industries. Following this, Mariano Garrido-Lopez, Yue Hillon, Wendy Cagle, and Ed Wright in their paper, “Project-based strategic management education: A client perspective on key challenges,” develop the steps needed for project-based strategic management policy. They conclude a need for communication and interaction, project organization and student preparation, quality of work, and finally, co-creation of value, are of paramount importance. We end this issue with an interesting article by Miriam Borchardt, Giancarlo Pereira, Claudia Viegas, Diego Reolon, Yuri Xavier, and Daniel Battaglia titled “Providing goods to the base of the pyramid: Opportunities for micro, small and medium-sized producers.” This article examines micro-sized firms and their strategic approach towards providing goods in extremely low-income localities. I am certain you will enjoy all of these articles.

Thank you!

I always want to end by saying, “Thank You,” for your continued support of JSBS. Your high quality submissions, citing JSBS articles in your own research, and words of recommendation to fellow researchers are what makes this journal a great success. Please continue to submit your work, and we will continue bringing you the best possible contribution to the current literature. Please always remember, the Journal of Small Business Strategy is YOUR journal!

William C. McDowell
Editor-in-Chief