

## TABLE OF CONTENTS

1 Female & Male Entrepreneurs' Perceived Value of Formal Networks: Are there Differences?

Debra S. Malewicki University of Wisconsin-Whitewater

Cathleen A. (Folker) Leitch Wilfrid Laurier University

When It's Right to be "Wrong": The Effects of Overconfidence and Planning on Product Performance in a Dynamic Environment

Mark Simon Oakland University
John Kim Oakland University

Susan M. Houghton North Carolina A&T State University

Xiaodong Deng Oakland University

47 A Resource-Based View of Three Forms of Businesses in the Startup Phase: Implications for Franchising

Dianne H.B. Welsh The University of North Carolina

Greensboro

Amy E. Davis College of Charleston
David E. Desplaces College of Charleston

Cecilia McHugh Falbe University at Albany State University of

New York

The Impact of Public Assistance Programs on Small Businesses: Strategic Planning, Entrepreneurship, Resources Usage, and Market Orientation as Mediating Variables

Rami Schayek Ben-Gurion University of the Negev Dov Dvir Ben-Gurion University of the Negev

99 Distinguished Research Commentary: *Approaching the PSED: "Some Assembly Required"* 

Kelly G. Shaver College of Charleston Amy E. Davis College of Charleston

Mark S. Kindy Medical University of South Carolina

Carrie A. Blair College of Charleston

Reproduced with permission of the copyright owner. Further reproduction prohibited without permissio	n.