STRATEGY

TABLE OF CONTENTS

Developing a Normative Framework to Assess Small-Firm Entry Strategies: A Resource-1 **Based** View Lori C. Maruso Bradley University Laurence G. Weinzimmer Bradley University Top Management International Orientation and Small Business Exporting Performance: 13 The Moderating Roles of Export Market & Industry Factors University of South Florida Franz T. Lohrke Geralyn McClure Franklin University of Texas of The Permian Basin Stephen F. Austin State University Vinay B. Kothari Conventional Strategy Frameworks and Their Applicability to SMEs: Lessons from a Case 25 Study National University of Singapore Khai Sheang Lee National University of Singapore Guan Hua Lim National University of Singapore Soo Jiuan Tan **Business Service Firms and Market Share** 41 Clarion University Timothy L. Wilson **Barbro Anell** Umeå University, Sweden The Large Format Store vs. "Mom And Pop": Is Suburbia a Model for the Inner City? 54 University of Wisconsin-Whitewater Marilyn Lavin **SMALL BUSINESS BRIEFS:** Why You Should Join the Small Business Institute Directors' Association (SBIDA) 70 Rider University Ronald G. Cook V. P. Marketing & Membership, SBIDA One Stop Capital Shop: Providing Assistance for Inner-City Small Businesses 73 Michael C. Elkin SBA Program Manager, Oakland One Stop Capital Shop Strategic Planning In Small Firms: Activity and Process Realities 78 **Ball State University** Carolyn B. Mueller Ball State University Douglas W. Naffziger Perceptions of And Responses to Environmental Economic Incentive Programs: An 86 Industry Comparison for Small and Medium-Sized Companies Westminster College Margaret M. Tanner 95 Book Review: Strategic Planning for New & Emerging Businesses: A Consulting

Sook Review: Strategic Planning for New & Emerging Businesses: A Consum Approach by Fred L. Fry, Charles R. Stoner, & Laurence G. Weinzimmer Reviewed By: Justin G. Longenecker