



2012

## From the Editor

Joshua Stuart

*Sacred Heart University*, [shuartj@sacredheart.edu](mailto:shuartj@sacredheart.edu)

Follow this and additional works at: <https://digitalcommons.sacredheart.edu/neje>



Part of the [Entrepreneurial and Small Business Operations Commons](#)

---

### Recommended Citation

Stuart, Joshua (2012) "From the Editor," *New England Journal of Entrepreneurship*: Vol. 15 : No. 1 , Article 2.

Available at: <https://digitalcommons.sacredheart.edu/neje/vol15/iss1/2>

This From the Editor is brought to you for free and open access by the Jack Welch College of Business at DigitalCommons@SHU. It has been accepted for inclusion in New England Journal of Entrepreneurship by an authorized editor of DigitalCommons@SHU. For more information, please contact [ferribyp@sacredheart.edu](mailto:ferribyp@sacredheart.edu), [lysobeyb@sacredheart.edu](mailto:lysobeyb@sacredheart.edu).

# New England Journal of Entrepreneurship

---

## From the Editor:

I would like to first take a minute to thank Dr. Herbert Sherman of Long Island University for 6 excellent years of service as Editor of the journal. His selfless service and professionalism were greatly appreciated and his presence is already missed. I think that all involved with NEJE over the years enjoyed their time with Herb at the helm, as he was a true pro at the journal game. With that being said, as I step into the lead role, it should be noted that we are now soliciting applications and/or nominations for a new Editor at the journal. Additionally, we will be filling some other vacant positions, including that of Book Editor. If you are interested, or know of anyone interested, please let us know. You can email me directly at shuartj@sacredheart.edu.

On to the issue itself, I believe we have four very intriguing and varied research articles for you.

The first article, by Richard C. Becherer, Marilyn M. Helms, and John P. McDonald, is titled "The Effect of Entrepreneurial Marketing on Outcome Goals in SME's." Taking what Morris, Schindehutte, and LaForge (2002) created in terms of entrepreneurial marketing dimensions, the authors then use various multivariate statistical techniques to drill deeper into these interesting concepts. The findings of this study definitely point positively toward several positive directions for future research, and the authors demonstrate that entrepreneurial marketing can affect positive outcomes.

The second article is by Giles Jackson and Randy Boxx. Their piece is titled "Persistence and Survival in Entrepreneurship: The Case of the Wave Energy Conversion Corporation of America." Given that, as the authors state, "90 percent of new entrepreneurial businesses that are not able to attract venture capital fail within three years", this article proves to be very thought provoking. The basis for much of the case is drawn from an engaging interview with CEO Brian Cunningham. The crux of the article centers on various forms of *persistence*, and the impact of persistence on the long-term viability of entrepreneurial companies.

"Signaling, Resource-Based Power, and Pre-IPO Organizational Change" is the third article in this issue, and was authored by John S. Pearlstein and Robert D. Hamilton. Converting innovation into value is the hallmark of entrepreneurship, and this article tackles several salient issues regarding IPOs. I think that our readers will be particularly interested in the model of pre-IPO organizational change and its effect on underpricing. I personally was quite fascinated with some of the background theory, and in general, have always been interested in watching some companies adding executives just prior to the IPO in hopes of quelling investor concerns; the results are not always as one would expect.

The final article in this issues comes via David J. Prottas and is titled "Self vs. Organizational Employment: The Neglected Case of Positive Spillover." With a survey (n=280), the author explores various components of work-to-family conflict, centered upon CPAs. As expected, gender plays a key role in the study. I was particularly interested in this, having been raised in a house where my father was very successfully self-employed.

Finally, I wanted to quickly announce that Sacred Heart University will be hosting the upcoming Academy of International Business (U.S. Northeast Chapter) 2012 Annual Conference this October. I mention this because there will be a track in "Entrepreneurship & Business Innovations," and we have plans of utilizing some of the very best conference papers in an upcoming issue of NEJE.

Joshua A. Shuart, Ph.D.  
Editor, New England Journal of Entrepreneurship

## Reference

Morris, M. H., Schindehutte, M. & LaForge, R.W. (2002). Entrepreneurial Marketing: A Construct for Integrating Emerging Entrepreneurship and Marketing Perspectives, *Journal of Marketing Theory and Practice*, 10(4), 1-19.