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From the Editors

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New England Journal of Entrepreneurship

From the Editors:

We would like to take this opportunity, before we update you on the happenings of the journal (as well as provide you with an overview as to this issue's content), to thank our editorial consultant, Angela Miccinello of Miccinello Associates for her yeoman's work on getting each and every issue into tip-top shape. Angela and her staff, as our published authors will tell you, are both quite meticulous and supportive in terms of making sure that each and every article not only reads well but also is well designed. Miccinello Associates has been a key player on our journal team and we would like to recognize Angela and her team for their dedication and devotion to the *NEJE*.

The journal is moving forward with several initiatives. In conjunction with Howard Fero, (Albertus Magnus College) program chair of the Institute of Behavioral and Applied Management (www.ibam.com), we have established a temporary Division of Entrepreneurship (Division 6: Special Topics) at IBAM to determine if there is an interest in the *NEJE* readership to attend a small, developmental and supportive national conference where researchers, teachers, and practitioners can share their work and test new ideas. IBAM normally meets during the first or second week of October (Thursday-Saturday), with its 2007 conference scheduled for Reno, Nevada. The best paper of the Division will be published in *NEJE* with the hope that other submitters will use the feedback they receive from the conference to perfect their work and then submit their manuscripts to *NEJE* for review and publication. If successful, the long-term goal is to have this Division become a permanent part of IBAM with an official affiliation with *NEJE*.

Secondly, we are pursuing some possible cross-publishing opportunities with the Journal of Behavioral and Applied Management (IBAM, David Van Fleet, editor) and the CASE Journal (the Case Association, Margaret Naumes, Editor). Both of these journals are innovative, on-line journals and have carried articles and cases pertinent to entrepreneurship and small business management. We will share specifics with the readership once available.

Third, we are very pleased to announce that Dr. Joshua Shuart, our Web Master and Associate Editor, has revised and updated our web site (http://www.sacredheart.edu/pages/12146_neje_new_england_journal_of_entrepreneurship_.cfm) and has included on the site all of the issues dating back to Fall 2002. We are now a "click-and-mortar" journal and are greatly indebted to Dr. Shuart for his efforts. Any suggestions for the web site should be directed to him.

This issue features five articles and one case. The first article, written by Michael D. Mattei, Bellarmine University, and Stephen Hellebusch, Hellebusch Research & Consulting, Inc. entitled "Simplified Data Analytics for the Accurate Evaluation of a New Venture's Market Potential," bridges the gap between theory and practice by providing a simplified five-step methodology for entrepreneurs to gather market data to gauge the viability of a new venture. The authors walk us through the data gathering and analysis processes by providing easy-to-use tables, charts, and a sample survey.

We go from primary and secondary research in market testing to an actual case study of an entrepreneurial family testing a market in our own associate editor Laurence Weinstein's and Kelli Bodrato's (Sacred Heart University) work "Entrepreneurs Test the Market: Got (Goat's) Milk Soap?" This case presents the differing points of view of entrepreneurial business partners who are also husband and wife. Their start-up business involves manufacturing and selling bathroom bar soap made from goat's milk, an ingredient obtained from their own goat herd. Business volume so far has not been sufficient to guarantee the venture could continue into the future; the partners must decide in the coming months whether to keep up the business together, have one partner go back into corporate life, or abandon their entrepreneurial efforts entirely and have both partners seek employment in the corporate world. (The teaching note may be obtained by e-mailing Dr. Weinstein at weinsteinl@sacredheart.edu.)

Gabrielle A. Brenner, Louis Jacques Filion, and Lionel Dionne, University of Montreal (HEC), and Teresa V. Menzies, Brock University, in our third manuscript provide a fascinating macro-study of cross-cultural ethnic entrepreneurship in their article entitled "Problems Encountered by Ethnic Entrepreneurs: A Comparative Analysis Across Five Ethnic Groups." They surveyed a total of 715 Chinese, Italian, Indian/Sikh, Jewish, and Vietnamese entrepreneurs from Montreal, Toronto, and Vancouver for the research. The results show that ethnic businesses tend to face the same problems as other businesses, therein not justifying the development of support programs specifically for ethnic entrepreneurs. However, this study of established businesses does not consider failed or nascent businesses, which may have experienced additional problems.

The fourth and fifth articles address entrepreneurial education. We are very pleased to see the work of Drs. Jeannette Oppedisano and Kenneth Laird of Southern Connecticut State University dealing with the topic of role modeling as a pedagogical mode of education since for years academics have talked about the need to have appropriate role models for students to emulate. Drs. Oppedisano and Laird, in the article entitled "Role Modeling as a Pedagogical Strategy in Entrepreneurship Education for Women

and Girls: An Interactive Model of Transformational Learning,” look at the instructional technique of having students identify, interview, and then report on women entrepreneurs as a major component of a multidisciplinary entrepreneurship course. In this course students learn about the accomplishments of women entrepreneurs throughout U.S. history. This content experience is then enhanced by the students’ own direct interaction with and interviewing of women entrepreneurs.

With the proliferation of entrepreneurial institutes at post-secondary institutions, we took the liberty of inviting one of our associate editors Miles K. Davis, Shenandoah University, to tell of his intrapreneurial endeavors in starting an institute at his university in the article entitled “Harry F. Byrd, Jr. School of Business, Institute for Entrepreneurship: A Concept Paper That Became a Reality.” In his article Dr. Davis describes the birth (the articulation of a vision), the development and implementation of the institute’s mission and strategic directions, and how the institute became recognized as a provider of individualized business education driven by entrepreneurial thinking, global understanding, and ethical practice.

Last, but not least, we have another article in the practitioner’s corner from Joseph E. Levangie, of Ardour Capital, LLC. This time he is writing with Paul Broude, Foley’s Transactional & Securities and Private Equity & Venture Capital Practices, on a very critical topic for entrepreneurs, “Entrepreneurial Financing—Alternatives for Raising Capital.” We learn firsthand from the experts some of the major do’s and don’ts of raising capital including: “keeping it simple, ... the ‘prime directive’ of financing, ... going beyond business valuation, ... establishing the firm’s real value, ... angels investors versus venture capitalists, and ... cries of liquidity.” The solid practical advice in this column goes way beyond having a good business plan.

We would once again like to thank all our associate editors, our reviewers, and of course, our authors for providing us with another exciting and educational issue. We look forward to hearing from you, our readership, concerning the future direction of the *Journal*, and would greatly appreciate your comments and suggestions.

Sincerely,

Herbert Sherman
Editor

Joshua Shuart
Associate Editor and Web Master

Lorry Weinstein
Editor Emeritus