

NEWSLETTER – MARCH 2002

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CCSBE-CCPME, President's Note

We've set a goal of four Newsletters to keep you informed between conferences. You should also be receiving Newsletters in June and October. Feedback about the first Newsletter was generally positive but there was one complaint about it being too long. So, I will keep my comments brief this time around. This Newsletter contains another article by Linda Lowry, the business librarian at Brock University. Each term Linda makes a presentation to each of my classes and is also available for e-mail or individual/group sessions with students. She is volunteering her time to write these articles for us and I want to thank her. Please e-mail her if you have any questions or comments.

I am on sabbatical from teaching until July 2002 and am currently researching with colleagues across Canada on various projects, including ethnic and immigrant entrepreneurs, nascent entrepreneurs, the process of firm births, and entrepreneurship development and education. I will be mailing to each of you, in April, a copy of my report on Entrepreneurship Centres. Eighteen directors of Entrepreneurship Centres, many of whom are CCSBE-CCPME members, have contributed a chapter on the strategies and best practices of their centres. This is a follow-up to the presentations some of these directors made at our Quebec City conference last year.

In this Newsletter, there are regionally based articles. This is a great way for us to stay informed about what is happening across Canada. The Network Theory literature emphasizes the importance of strong and weak ties for

building a network. I hope that our organization can assist you in developing your network. An essential part of this is attending our next conference in Halifax, so please take a few moments and read over the Call for Papers, Workshops and Symposia. The deadline for submission is June 15, so now is the time to start considering what you would like to share with us. We look forward to hearing about your research, innovative practices, teaching or training initiatives and so on.

Please give us feedback about this Newsletter and consider submitting an article for one of our next two issues.

Teresa V. Menzies Ph.D.
President CCSBE-CCPME
Brock University

2002 CCSBE Conference - From Research to Results

The 2002 Halifax conference theme, From Research to Results, is being used as framework for an exciting program that will appeal to the full breadth of interests within CCSBE's membership. English and French papers, workshop and symposia proposals are being solicited for three of the three conference tracks: Research - includes the traditional academic research community as well as researchers affiliated with other communities of interest; Education - includes program or curriculum developers working in post secondary education, community economic development and other agencies; Practice - includes those who develop, administer or deliver programming/services for the entrepreneurial community; consultants and entrepreneurs.

Plans are underway to incorporate the North American Collegiate Entrepreneur Awards (NACEA) program into the conference, including a workshop for young entrepreneurs and a special presentation at the Saturday awards banquet. Discussions are ongoing to provide similar additional value for the other interest groups within CCSBE.

The conference will be held in Halifax at the newly renovated Lord Nelson Hotel from Thursday to Saturday **November 14th to 16th 2002**. The Saturday evening presentations will be hosted by Ruth Goldbloom, the principal fund-raiser for Pier 21 and a legendary Nova Scotian entrepreneur. A lobster dinner and Atlantic Canadian entertainment are planned.

For further information Please contact Ed Leach by e mail at eleach@mgmt.dal.ca. Looking forward to seeing you in Halifax!

Ed Leach

On Behalf of the 2002 Conference Committee

AN ALTERNATE PROGRAM IN TEACHER EDUCATION AT BROCK UNIVERSITY: THE BACHELOR OF EDUCATION IN ENTERPRISE EDUCATION

BY:

THE INSTITUTE FOR ENTERPRISE EDUCATION

After launching a successful pilot three years ago, the Bachelor of Education in Enterprise Education program is now a formal program in teacher education at the intermediate and senior level. This program is the first Bachelor of Education of its kind in partnership with Brock University's Faculty of Education and the Institute for Enterprise Education. This highly interactive program is available to participants in all teachable subject areas including business studies. As a result, this year's program includes participants whose teachable subject areas include English, History, Mathematics, Science, French, Geography, Physical Education, etc.

The vision of the Bachelor of Education in Enterprise Education program is to enable each person to discover the meaning of enterprise. The meaning of enterprise is the taking of initiative to achieve a self determined goal that is part of a future vision, in order to achieve one's own meaning in life, while sharing achievements with others.

The program's purpose is to instill the spirit of enterprise by enabling each participant to:

- Discover their distinct essence of being
- Discover one's innate talents and values
- Define one's life mission
- Connect one's distinct being with others in diverse team environments
- Discover how to effectively interact within today's disruptive environment
- Develop a context for teaching and learning

The program's mission is to provide candidates with an opportunity to:

- Teach innovatively at the secondary school level

- Relate teaching skills to alternative career paths including self employment
- Use technology in learning and teaching
- Work within an organizational setting

The Enterprise Education component of the Bachelor of Education consists of about one-third of the total education curriculum requirements of Ontario's Ministry of Education and the Ontario College of Teachers. In addition, this includes a one-month external internship in a field related to student's teachable. The demand for the next program has grown beyond our expectations and we expect the current enrollment of 25 student teachers to double for the next program!

If you would like to receive further information about the Bachelor of Education in Enterprise Education program, please see

<http://www.ed.brocku.ca/pre-service/enterprise>.

Gene Luczkiw, Director

The Institute for Enterprise Education

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CSSBE 2002 : From Research to Results: Exploring the Possibilities CALL FOR PAPERS & WORKSHOPS/SYMPOSIA

Canadian Council for Small Business and Entrepreneurship
Lord Nelson Hotel
Halifax Nova Scotia
November 14-16, 2002

The Canadian Council for Small Business and Entrepreneurship (CCSBE) invites the submission of papers or proposals for workshops/symposia related to the 2002 Halifax conference theme: From Research to results. There will be a venue for presenters who wish to present in French and the conference will be organized along three tracks:

1. Research – includes the traditional academic research community as well as researchers affiliated with other communities of interest.
2. Education – includes program or curriculum developers working in post secondary education, community economic development and other agencies.

3. Practice – includes those who develop, administer or deliver programming/services for the entrepreneurial community; consultants; and Entrepreneurs.

The conference theme From Research to Results is being interpreted in two ways: as an opportunity to explore the full breadth of Entrepreneurial interests all the way from basic research to the production of economic activity; as well as examining practices that lead to an integrative and holistic approach to the research/results continuum, resulting in research that informs and is adopted by practitioners.

Papers

Original manuscripts of either a conceptual or empirical nature that are the result of scholarly research and which contribute to the field and practice of entrepreneurship will be considered. Papers must not have been published or presented elsewhere. To be in the Proceedings, papers must conform to the latest edition of the Publication Manual of the American Psychological Association. Papers must be double spaced and no longer than 20 pages, including all tables, figures, and references. We are accepting only digital manuscripts, so please Email your submission as an attached file. Put “[first author’s last name] Submission” (for example: Smith Submission) on the subject line.

The Word or WordPerfect file should contain (in this order):

- (1) a cover page (with title, author(s) names and contact information);
- (2) biographical statements for each author (position and research interests - not to exceed 30 words per researcher);
- (3) title of the article and an abstract (of not more than 100 words);
- (4) the article (page 1), with the Reference List and all tables and figures at the end.

All papers will be blind reviewed by two members of the editorial board.

Awards will be given in several categories TBA. Submissions are due **June 15, 2002**. Send submissions to emorse@business.uvic.ca. Make sure that the paper is complete in all respects since there is very little time to revise in August 2002.

Workshops/Symposia

Workshops/symposia can vary in length and may take the form of a seminar, small group discussion/dialogue, hands on activities, or other creative approaches. Proposals should include

- A cover page including a a short title describing the content and focus of the session as well as the names, affiliation, complete – addresses, telephone & fax numbers as well as email addresses of the presenters.
- A 1-2 page description of the session: statement of purpose, discussion of how the proposed activities will fulfil the purpose of the workshop, and an indication of how the session is linked to the conference theme.

- A maximum 120 word abstract to be used in the conference program if accepted.
- Session details including: proposed audience, length of workshop, special equipment or room requirements.

Please submit an electronic copy of the proposal to **June 15, 2002**.

Reviewers

Papers Workshops/Symposia

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Entrepreneurship in Atlantic Canada Universities – A Collaborative Research Project

An overview of this project was presented at last year's annual conference so some of you will be familiar with the objectives of the research. For those of you who were not able to attend this session, we will provide a brief description of the project and its progress.

In February of 2001, a consortium of Atlantic Canadian university-based business development centres, university entrepreneurship chairs, and other university-based partners joined forces to undertake a major research initiative. Once complete, the research will identify needs and developmental opportunities regarding gaps in entrepreneurship education, awareness and advocacy at the university level in Atlantic Canada.

The project, funded by the Atlantic Canada Opportunities Agency ("ACOA"), is focussed on identifying current entrepreneurship education models on a

national and international basis; developing an inventory of existing entrepreneurship courses and entrepreneurial skill development programs currently in existence in our Atlantic Canadian universities; conducting an attitudinal survey of faculty, students and alumni; creating a delivery model; and developing a possible implementation strategy.

To date, the Literature and Best Practices Reviews have been completed as well as a resource database, housing courses, programs, and activities currently present in Atlantic Canada universities that promote entrepreneurship development. Five survey instruments have been created and data collection is underway beginning with face-to-face interviews with all 18 Atlantic Canada university presidents. Over the next 7 months, we will be conducting surveys with administrators, faculty, students and alumni. Data collection and analysis should be complete by October, 2002 and model development will commence in November of this year. Just in time to present the results at the annual CCSBE-CCPME conference.

ACCED/CCADE – Set Your Sites – 2002 Symposium

ACCED/CCADE held its annual conference this year in Charlottetown, PEI. The theme for the conference was “Set Your Sites – 2002 Symposium” and there were in excess of 350 delegates in attendance. Approximately 60% of those delegates were students from Atlantic Canadian community colleges and universities. The conference was a great success and most worthwhile and we are certainly looking forward to next year’s conference.

Submitted by Jill Hiscock for Chris Pelham, Atlantic Director

Hot Tips from the Enterprising Librarian

Issue Two (Spring 2002)

Small Business and Entrepreneurship Research Portals

The American Heritage Dictionary, 4th edition (2000) gives several definitions for the word portal:

1. A doorway, entrance, or gate, especially one that is large and imposing.
2. An entrance or a means of entrance: the local library, a portal of knowledge.
3. The portal vein.
4. A website considered as an entry point to other websites, often by being or providing access to a search engine.

A survey conducted on small business Internet use by SES Research in December 2001 found that 76% of Canadian small businesses are connected to the Internet and nearly three quarters of those online are using the Internet to conduct research.

In this issue of Hot Tips we are going to take a closer look at research portals for small business, entrepreneurship and family business in Canada. These portals, which are also known as subject gateways or directories, are often

established by governmental agencies, university research centers, libraries, or other types of organizations for a variety of reasons. Sometimes an energetic individual will also create and maintain a portal in their own spare time, usual in the spirit of goodwill, or as their own small business. Listed below are a number of different types of research portals.

Independent Comprehensive Portals

ENTERWeb: The Enterprise Development Website

<http://www.enterweb.org/>

Here is a great example of a comprehensive web portal, created by one person on their own time, targeted at practitioners, policy makers, academics and small business owners. It lists over 800 relevant sites which can be browsed by topic. There are also links by geographic region and a “what’s new” area.

Small Business Research Portal

<http://www.smallbusinessportal.co.uk/>

Here is an international portal worth looking at. The SBRP is a great source for locating small business academics around the world, recently published academic books, research centers, government agencies, conferences and much, much more.

University Research Centres

University of Calgary’s Centre for Family Business Management & Entrepreneurship

Family Business Links

http://www.ucalgary.ca/mg/cfbme/cfbme_links.html

This page of family business links has one of the most comprehensive lists of Canadian , American and International family business centers, association and publications that I have seen. In addition to the links page, there is information on the CFBME’s research activities and a listing of academic articles on family business.

Memorial University’s P.J. Gardiner Institute for Small Business Studies
Enterprise and Entrepreneurship Gateway

<http://www.business.mun.ca/gateway/>

Here is another gateway which is targeted specifically at young entrepreneurs and provides advice on business development and growth, marketing research, and financial planning and provide a list of resource partner links.

Magazine Publishers

PROFITguide.com The Business Resource for Canadian Entrepreneurs

<http://www.profitguide.com/>

The publishers of Profit, a well known magazine for Canadian entrepreneurs, have a great web site too. If you haven’t seen it in a while, there are some new features including PROFITcentres (Export World, Buying and Selling Online etc.) and the Essential Web Guide. Look for the Profit 100 list, Canada’s Hottest Startups and the Top 100 Women Business Owners.

Governmental Agencies

Canada/Manitoba Small Business Service Centre “Oliver’s Links”

<http://www.cbsc.org/manitoba/index.cfm?name=links>

All of the Canada Business Service Centres have great sites, so it’s hard to pick just one. Oliver’s Links is a collection of over 3,000 annotated links organized alphabetically, by category and searchable by keyword. Oliver is well known in the business librarian world for his expertise in small business research so this site is worth bookmarking.

Go to <http://www.cbsc.org> (the Canada Small Business Service Centre main site) to locate the CBSC in your own province or territory.

Build your own Portal!

Are you interested in building your own portal on the web? Perhaps you already have one and want to renovate it. Take a look at the How to Build a Web Portal Guide

<http://www.openschool.bc.ca/infores/index.html> created by the Opening Learning Agency in British Columbia which included a recommended approach for implementing a web portal based on their experiences with the “Information Resources for Small Business Development” web portal project. This guide will answer some of your questions on planning, designing, promoting and managing web portals.

Contact The Enterprising Librarian

Linda Lowry, Business Librarian, James A. Gibson Library, Brock University

Email: llowry@spartan.ac.brocku.ca

Update from Bob Anderson

Hello from the the prairies. I would like to remind you that the Administrative Sciences Association of Canada (ASAC) will be holding its annual conference in Winnipeg from **May 25 to 28, 2002**. The address of the conference web site is <http://www.umanitoba.ca/asper/ASAC2002/>. I'd like to encourage CCSBE members to attend the conference, and in particular, the sessions of ASAC's Entrepreneurship division.

The deadline for the submission of peer-reviewed papers has passed, however, there is still the

opportunity to propose a special session on a topic related to entrepreneurship and small business.

If you are interested in exploring a special session please contact the division's program chair

Bob Anderson (me) at robert.anderson@uregina.ca.

I hope to see you in Winnipeg in May.

Bob Anderson Ph.D., CMA

Global Entrepreneurship Monitor
NATHALY RIVERIN, HEC MONTRÉAL
REIN PETERSON, YORK UNIVERSITY

What is the GEM ?

The *Global Entrepreneurship Monitor* is a research project on entrepreneurship which involves researchers of the domain in more than 30 countries.

The central objective of the GEM is to understand entrepreneurship and its relation with economic growth. More exactly, the GEM tries to answer the following three questions:

- Does the level of entrepreneurial activity varies significantly between countries?
- Are there differences in the entrepreneurial activity that are associated with the economic growth?
- Which national characteristics are related to entrepreneurial activity?

Results of 2001

- More or less 10 % of the 1.4 billion adults living in 29 studied countries are actively launching companies or are in the first years of starting up a new company. About 150 million persons are engaged in some form of entrepreneurial activity in 29 countries only. The level of entrepreneurial activity varies between 5 % for Japan and 18 % for Mexico.
- In Canada, the rate of entrepreneurial activity is estimated at 11 % for 2001 which places Canada at the 10th rank when compared to the 29 participating countries. It is a slight regression from 2000 (11.7 %).
- Those who answered the survey, who were active in entrepreneurship, were invited to specify if they had been attracted by a business opportunity (entrepreneurship by opportunity) or if entrepreneurship represented the best option for them at the time of the starting up (entrepreneurship out of necessity). The rate of entrepreneurship by opportunity reached 6.5 % on average in the 29 participating countries while the rate of entrepreneurship out of necessity oscillated around 2.5 %.
- In Canada, the rate of entrepreneurship by opportunity was 7.6 % and for entrepreneurship out of necessity 3.01 %. 68.8 % of the new

Canadian entrepreneurs chose the entrepreneurial adventure because they had revealed a business opportunity.

- Australia, New Zealand, Mexico and the United States are the countries where the rate of entrepreneurship by opportunity was the most high. The highest rate of entrepreneurship out of necessity were in Brazil, Poland, Korea, India and Mexico.
- One estimates that about 3 % of the respondents within the framework of this study personally invested capital in a new company.

Influence factors: Some national specificities influence the level of entrepreneurial activity :

The entrepreneurship *by opportunity* was superior in the countries which:

- 1) Put less emphasis on the development of the industrial sector
- 2) Had statutory policies that were intrusives,
- 3) Had more, informal investors
- 4) Respected more the entrepreneurs.

The entrepreneurship *out of necessity* was important in countries:

- 1) Less developed economically,
- 2) Less dependent on international exchanges
- 3) Offering only few alternatives to entrepreneurship i.e. which do not offer social welfare,
- 4) Where the women were little involved in the economy.

The methodology: data were collected from four sources:

A sampling of 2000 persons by country

In-depth interviews with 950 experts in entrepreneurship from the four corners of the world

Standardized questionnaires completed by the national experts

A selection of economic indicators.

For more information on the International GEM

www.gemconsortium.org

For more information on the Canadian GEM

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This project was done with the financial help of: