

TABLE OF CONTENTS

1 Being Good for Goodness Sake: The Influence of Family
Involvement on Motivations to Engage in Small Business Social
Responsibility

Whitney O. Peake Western Kentucky University
Phillip E. Davis East Carolina University
Marcus Z. Cox Stephen F. Austin State

University

26 Exploring the Impact of Aligning Business and IS Strategy Types

on Performance in Small Firms

Carol E. Pollard Appalachian State University

Monica Morales Department of Justice –

Technology Services

46 Investigating the Impact of a Small Business Consulting Course on

Entrepreneurial Attitudes

Eugene Fregetto University of Illinois at

Chicago

82 Toward an Integrative Research Framework for New Venture

Legitimacy Judgment Formation

Whitney O. Peake Western Kentucky University
Derrick D'Souza University of North Texas

105 Comparative Assessment of Performance Differentials for Male- and Femaleowned Small Accounting Firms at the Beginning and End of a Ten Year Period

Martha A. Fasci The University of Texas at

San Antonio

Jude Valdez The University of

Texas at San Antonio

Sung-Jin Park The University of

Texas at San Antonio