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From the Editors

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New England Journal of Entrepreneurship

Call for Articles

New England Journal of Entrepreneurship (NEJE), published twice a year by Sacred Heart University's College of Business, is intended to be an invaluable forum for exchange of scholarly ideas, practices, and policies in the field of entrepreneurship and small business management.

The journal is currently seeking original contributions that have not been published or are under consideration elsewhere. The scope of the articles published in NEJE ranges from theoretical/conceptual to empirical research, with maximum relevance to practicing entrepreneurs. The journal tries to appeal to a broad range of audience, so articles submitted should be written in such a manner that those outside of academics would be able to comprehend and appreciate the content of the material.

Format

Please submit four typed copies of your article, on separate pages, include an abstract of the article (100 words maximum) and a biographical sketch of the author(s). A title page should precede the article and should list the name(s) of the author(s) as well as their full address (including phone and fax numbers and email address). Papers are to be double-spaced with one-inch margins. References should be included on separate pages at the end of the paper. Manuscripts should be no longer than 20 pages of text and 25 pages total, including abstract, text, tables or illustrations, notes and works cited. Please consult APA style guidelines for all formatting details.

Copyright

The copyright of published articles will belong to the publishers of NEJE. Authors will be granted permission to reprint or otherwise use portions of their articles published in the journal upon written request.

Review Process

All articles will be double blind refereed. Authors will receive reviewers' comments and the editors' publishing decision in approximately 90 days of submission.

All prospective authors are required to include a \$20 submission fee with each manuscript sent in for consideration, payable to "NEJE." The fee will be used to cover administrative costs and will also provide the author with a year's subscription to the Journal.

Submission

Authors are encouraged to submit articles for the Fall 2003 issue by March 15, 2003. Papers received after the due date will automatically be considered for future issues of the journal.

All submissions and correspondence should be addressed to:

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Please visit our web page at www.sacredheart.edu/cb/neje or email us at Blaus@sacredheart.edu.

Sample Copies

Sample copies of the previous issues will be available from the Editor on a first-come, first-served basis.

New England Journal of Entrepreneurship

From the Editors

For those who have had the pleasure of serving as an editor of a referred journal, you know all too well the time and effort it takes to publish a quality piece time after time. Volunteers can be your lifelines. We are pleased to announce that we are adding two such "lifelines" to our staff: Christopher Sheehan, Sacred Heart University's writer and editor assigned to the President's Office, and Dr. Joshua Shuart, Assistant Professor of Management in our Sport Management Program. Thank you both!

In the Spring 2001 issue of *NEJE*, we interviewed Robert Seliger ("Out on a Limb—and Thriving"). Seliger had left the relatively secure confines of Hewlett-Packard to start his own firm, Sentillion, Inc., a company dedicated to developing the means of coordinating and integrating complex applications in the medical technology field.

We asked Rob how Sentillion had done since our interview. His response follows:

We had a terrific year last year but found the first half of this year to be challenging. Like many companies, we were impacted by the economy and world events. In response to this, we altered our strategy. We did the following:

- 1. We adjusted our positioning so that our selling process would be less evangelical and more bottom-line oriented. This meant refactoring our existing products so that we could more easily enter sales situations by leading with products that solve problems that the customer already thinks they have, and then following with our products that solve problems that customers did not realize they have. In simple terms, we now lead with the security aspects of our technology as opposed to the integration aspects.*
- 2. We added a services component to our business that allows us more flexibility in customizing our offering.*
- 3. We have reduced our dependence on channel partners to sell for us. To this end, we expanded our existing direct sales team.*

It would appear that our strategy is paying off. We have regained traction with commercial hospitals, and we recently closed a huge contract with the Department of Veterans Affairs. Several of our products will be installed in all 163 VA hospitals. This deal is worth \$10 million to us. (See our web site www.sentillion.com for the press release.)

If there is a message for your readers, it is to pay attention to early warning signs of market changes that could affect your business. If you are really tuned to your business, odds are you will pick up on these warning signs before they manifest in a serious manner. It is not unlike seeing the early signs of ill health in a loved one or close friend even before symptoms appear.

The next trick is to react briskly, but thoughtfully. In our case, we did not drop our business and go do something else, but rather studied the reasons why sales had become challenging for us and attacked those issues. This can mean changes that can be hard to swallow, but are necessary. Conversely, if one is blessed with a good team, as I am, then the changes come more easily. New assignments, reorganizations (but no downsizing), and a shift in priorities for some people have resulted in a the rapid mobilization of Sentillion in pursuit of our expanded strategy.

It is too early to tell yet just how well this will all pay off, as the fourth quarter is classically our biggest quarter. I can tell you that we are well on the path to two times revenue growth year-to-year. In contrast, we are only at 120 percent of sales year to year, with a great shot at ending at 150 percent and, with the push we have on, we might even achieve 200 percent. Stay tuned!

We hope you enjoy this issue of *NEJE*, and as always, we encourage your feedback and input.

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