

for assessing uncertainty; Focuses on the theoretical concern of the constructive nature of judgment and choice. Behavioral decision research; Problem structuring and the learning elements of decision behavior; Nature of preferences and beliefs; Uncertainty in values; Contingent usage of strategies for assessing uncertainty.

Pellegrino, E.T., & Reece, B.L. (1982) "Perceived formative and operational problems encountered by female entrepreneurs in retail and service firms." *Journal of Small Business Management*, 20(2): 15-24.

Women in small business have been viewed as facing more obstacles to success than their male counterparts. A study was conducted to determine what problems women encounter in forming and operating a small business. Twenty female entrepreneurs were selected at random from the 138 women small business owners in Roanoke, Virginia. Subjects were interviewed about the problems of forming and operating a small business, and the role of women in small business. Most respondents claimed to have had no serious problems in establishing their businesses. Financial management, recordkeeping, and advertising were operational problems most often cited. Respondents did not view their sex as a significant factor in their business problems. Future research may focus on other metropolitan areas and comparable male populations.

Perry, S.C. (2002) "A comparison of failed and non-failed small businesses in the United States: Do men and women use different planning and decision making strategies?" *Journal of Developmental Entrepreneurship*, 7(4): 415-428.

The primary objective of this study was to investigate the influence of gender in U.S. small business failures. A failure was defined as a bankruptcy with losses to creditors and firms with fewer than 500 employees were considered small. Recently failed firms were selected randomly and matched with non-failed firms on the basis of age, size, industry, and location. The sampling frame was businesses listed in the Dun & Bradstreet credit-reporting database. A cross tabulation was used to investigate the influence of gender on firm failure. The main conclusion regarding gender was that it does not appear to be related to the failure of small businesses in the US. Gender differences for both failed and non-failed firms were also investigated for contextual variables and variables having to do with planning and problems with strategy.

Phizacklea, A., & Ram, M. (1995) "Ethnic entrepreneurship in comparative perspective." *International Journal of Entrepreneurial Behaviour & Research*, 1(1): 48-58.

The growing participation of ethnic minorities in self-employment has been a conspicuous feature of the small business scene in many European countries. Phizacklea and Ram report on a comparative examination of entrepreneurship among ten Maghredbian businesses in Birmingham, England. They consider the motivating factors for entrepreneurship and the financing of the firms and their markets. The division of labour by gender in each firm was also considered as well as the wider institutional and political contexts in which they operate in the two countries. Of overriding significance are the similarities between the firms in terms of