

Office of Advocacy Research Academic Citation Study, 1992-2007

by

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The statements, findings, conclusions and recommendations found in this study are those of the author and do not necessarily reflect the views of the Office of Advocacy, the United States Small Business Administration or the United States Government.

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Introduction

In 1976, Congress established the Office of Advocacy (Advocacy) within the SBA.¹ Advocacy is headed by its Chief Counsel, a civilian appointed by the President and subject to Senate confirmation.² Advocacy's many duties³ have included a research role. With 1978's appointment of Advocacy's first Chief Counsel, the Office of Economic Research (OER) was created within Advocacy.⁴

OER's role within Advocacy is as follows: "To conduct, sponsor, and report on economic research to ensure that federal legislative, executive and judicial branches of government are supportive of the health and growth of small business."⁵ Over the years, OER's staff has accomplished this role with internal economists researching a variety of issues affecting small business and by commissioning additional research by outside academics and experts. Many of these research reports, together with other material produced by OER, are listed on Advocacy's website, both chronologically⁶ and broken down by year and subject area.⁷

To assist in ascertaining the extent to which Advocacy has succeeded in its goal of furthering research on small business economic and policy topics, Advocacy contracted for this report. The purpose of the report is to document the use of Advocacy research and products in academic literature. Advocacy also

¹ Act of June 4, 1976, P.L. 94-305, Title II, 90 Stat. 668. For more information, see Background Paper on the Office of Advocacy 2001-2008, <http://www.sba.gov/advo/backgr08.pdf> (accessed April 27, 2009).

² 15 U.S.C. § 634a.

³ 15 U.S.C. §§ 634b & 634c.

⁴ Background Paper on the Office of Economic Research, 1994-2000, http://www.sba.gov/advo/advo_backgr00.html (accessed September 30, 2008).

⁵ *Id.*

⁶ Economic Research Studies, <http://www.sba.gov/advo/research/chron.html> (accessed September 30, 2008)

⁷ Research and Statistics, <http://www.sba.gov/advo/research/> (accessed September 30, 2008).

wanted to explore the further development of work that contractors originally performed for Advocacy.

This report seeks to meet Advocacy's requirements, first by surveying the types of materials Advocacy produces. Next, the report summarizes its research methodology and the databases searched. Third, this paper examines how Advocacy's research has been cited elsewhere in other studies. These discussions are supplemented by appendices providing more detail.

This report covers the period of 1992 to 2007. During that time, Advocacy published 189 reports (which are listed in Appendix A), many of which have made important contributions to academic research on small business. These reports were cited 578 times in 453 scholarly works during the study period. Most of the citations appeared in articles published in one of 268 academic journals in a variety of disciplines, published in the United States as well as abroad.⁸ Advocacy reports also have been cited in other academic materials such as books, collections of scholarly articles and dissertations.

Advocacy-contracted reports by outside researchers have varied in their influence and subsequent citation. In several of the Advocacy-described subject areas - most notably banking and finance, and owner demographics - reports have been cited, republished and expanded. In some other areas, less impact is evident. Overall, the OER has served as a small business "think tank" by researching small business issues and contracting small business research by others.

⁸ Appendix B lists the academic journals in which articles citing to Advocacy reports have appeared. Appendix C lists the 453 scholarly works that have cited Advocacy reports.

Advocacy Publications

Advocacy research and products fall into two general categories, although there is some overlap between them. The first category includes research studies conducted either by OER's staff or by independent contractors, as well as the proceedings of conferences co-sponsored by Advocacy. The second category consists of periodically published, Advocacy-authored products or data compilations.

Research Studies

Research studies constitute the bulk of the documents examined for this report. Advocacy maintains studies dating back to the late 1970s, with all of the reports released from the mid-1990s forward listed online in downloadable format.⁹ Reports commissioned before that point are listed online and are available from the National Technical Information Service.¹⁰ Most of the studies on Advocacy's chronological webpage are research studies commissioned by Advocacy and prepared by outside contractors. However, some of them were prepared in-house by Advocacy. Among the in-house studies, some list Advocacy staff as authors; others show Advocacy as an institutional author.

⁹ Economic Research Studies, <http://www.sba.gov/advo/research/chron.html> (accessed September 30, 2008).

¹⁰ Catalog of Small Business Research (1995 Edition), <http://www.sba.gov/advo/research/catalog.html> (accessed April 28, 2009).

Over the years, Advocacy has co-sponsored a number of academic conferences. Most of the recent conference proceedings are included in Advocacy's chronological, online list of research studies. Conference information includes items such as schedules, papers, slideshows and videos. The conferences include the following:

- Entrepreneurship: The Foundation for Economic Renewal in the Gulf Coast Region (2006)
- Global Perspectives on Entrepreneurship Policy (2005)
- Putting It Together: The Role of Entrepreneurship in Economic Development (2005)
- Entrepreneurship in the 21st Century (2004)
- Tax Policy and Small Business: New Firm Formation, Growth, and Survival (2001)
- The Changing Banking Structure and Its Impact on Small Business (2000)
- The Invisible Part of the Iceberg: Research Issues in Industrial Organization and Small Business (2000)
- The Third Millennium (2000)
- Are Small Firms Important? Their Role and Impact (1997)

To the extent that papers presented at these conferences ultimately were published as Advocacy reports and do not duplicate Advocacy studies listed on Advocacy's chronological web page of reports, those papers are included in this report.

Periodic Reports

The second general category of documents cited includes periodic, Advocacy-authored products or data compilations by Advocacy. A review of Advocacy's products shows that the following publications are included within this category:

- *The Small Business Economy: A Report to the President.*

This Report, known as *The State of Small Business: A Report of the President* until the 2001 report, summarizes and comments upon small business data. Advocacy prepares and submits the report to the President. Although the report is now prepared and submitted annually, in some past years the report was prepared biennially. In at least one year - 1998 - Advocacy prepared and submitted a supplement, *Characteristics of Small Business Employees and Owners 1997* (Jan. 1998).

- *Small Business Economic Indicators.*

This publication is an annual reference guide to data on small business activity, including state and industry data. Beginning in 2004, Advocacy has included *Small Business Economic Indicators* in its annual *Report of the President*.

- *Quarterly Indicators: The Economy and Small Business.*

The *Indicators* provide monthly and quarterly data of relevance to small business, drawn from a variety of sources. *Quarterly Indicators* are often mentioned in press reports of small business vitality.

- *Banking Studies: Small Business Lending in the U.S.*

These studies analyze the small business lending activity of United States commercial banks, based on call report and Community Reinvestment Act data.

- *Small Business Profiles for the States and Territories.*

These state economic profiles contrast the fifty states, the District of Columbia and United States territories by number of firms, industry composition, small business income, banking, women and minority business ownership and employment.

- *Frequently Asked Questions.*

This publication includes basic information on the importance of small business in the U.S. economy. It is frequently cited in speeches and elsewhere, and in many ways, it serves as a “portal” to other research and data on Advocacy’s website.

- *Research Resources.*

This publication serves as a reference guide for academic researchers on small business and entrepreneurship.

- *Data Reports.*

Over the years, Advocacy from time to time has summarized and reported data, primarily using data from the U.S. Census Bureau's Statistics of U.S. Business division.

Research Design

The key to preparing a thorough index of academic citations to Advocacy reports and other Advocacy products lay in developing a research template that casts a wide net for citations, complemented by mechanisms to double-check sources and citations. For each report, the template was applied to develop a complete list of academic sources citing the report. Further, consistent rules for searching, as well as for which types of citations to include as "academic," were needed. For instance, one of the necessary rules required searching by variations on the "U.S. Small Business Administration," such as "Small Business Admin.," "Small Bus. Admin.," "Sm. Bus. Admin.," "SBA," and "S.B.A." There proved to be little consistency in how Advocacy studies and products were cited.

Based upon the wide scope of Advocacy studies and products, it was anticipated that citations would be found in the academic literature of several disciplines, including business, economics, government, law, political science and sociology. Several databases were thought to cover these disciplines adequately and to include a certain amount of redundant coverage, rendering it less likely that a citation to Advocacy materials would be overlooked. These

databases included *Business Source Complete*, *EconLit*, *Social Science Abstracts*, *Index to Legal Periodicals* and *LexisNexis Academic*. These databases yielded in excess of 1,700 citations to be checked. Details of the research methodology are found in Appendix F.

The report also relied upon *Google Scholar* as a source to confirm that all cites to Advocacy materials had been located. However, searches for citations to Advocacy materials in *Google Scholar* frequently resulted in locating a number of sources an order of magnitude greater than those found by searching all the other databases combined. Accordingly, the mechanism for double-checking citations to Advocacy materials became the primary vehicle with which to search for them.

Despite the use of *Google Scholar* to ensure that all citations were found, at times previously undiscovered citations unexpectedly appeared. Information from *Citations in Economics* (CitEc), a project of *Research Papers in Economics* (RePEc), ultimately provided an explanation: *Google Scholar*, like CitEc, provides references only to open source documents. Many publishers not only require paid subscriptions to view materials but also actually forbid open source publishing of references to articles cited in their journals.¹¹ For that reason, the Advocacy reports also were checked for citations through *Scopus*, a private product. *Scopus* yielded some references that had been unearthed neither by *Google Scholar* nor other commercial databases.

¹¹ CitEc Frequently Asked Questions, <http://citec.repec.org/faq.html#3.1> (accessed April 10, 2009).

Use of Advocacy Materials in Academic Research

How have Advocacy's research and reports enhanced academic examination of small business issues? The question is approached from four perspectives. First, the frequency and extent of citation is discussed. Next, citation by subject matter is summarized. Third, this report reviews some of the most frequently cited Advocacy reports. Finally, the report reveals how OER's staff and outside academics and experts have worked together to further small-business research.

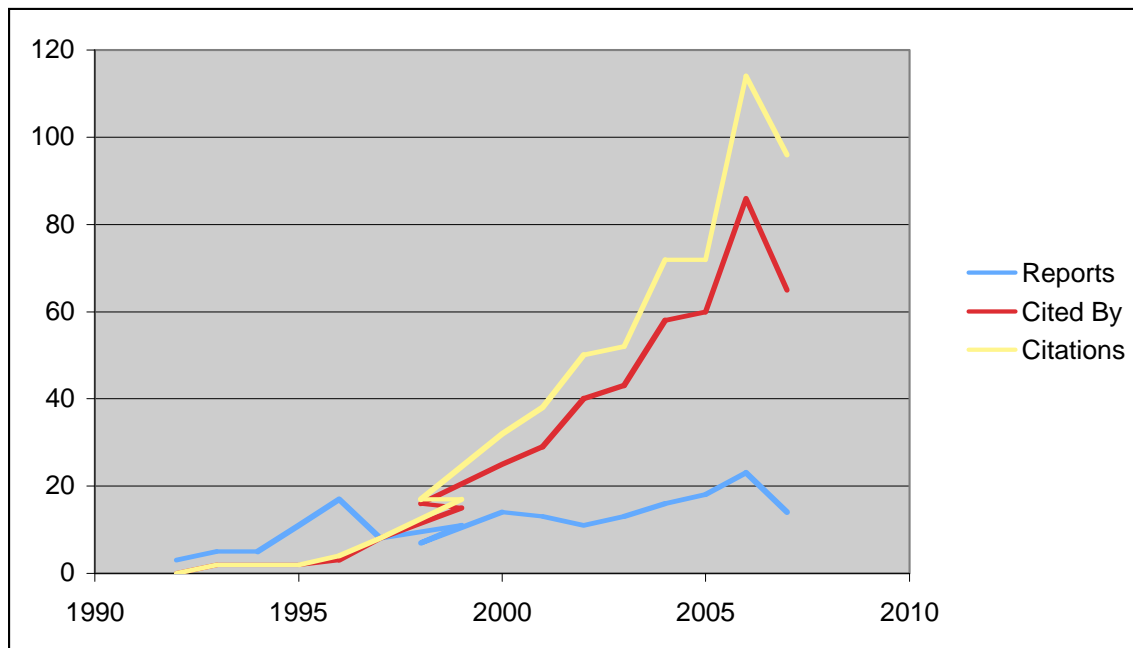
Frequency of Citation

Over the period of 1992 to 2007, Advocacy published 189 research reports, most prepared by outside researchers but a number researched by OER (Appendix A). Some of these reports have been published in academic journals or have been incorporated into later studies. These reports have been cited 578 times in 453 academic works (Appendix B), primarily in academic journals but also in other academic materials, such as books, collections of scholarly articles and dissertations (Appendix C). On average, Advocacy published nearly twelve reports per year from 1992 through 1997. Academic citations to those reports have averaged slightly in excess of 36 per year.

The influence of Advocacy reports also can be measured by tabulating the number of academic sources citing them over time. As can be seen from the chart below, both the number of sources citing to Advocacy research reports and the number of citations have increased substantially over time, especially in the

21st century. In 1997, for example, the academic literature included only eight citations to Advocacy reports published since 1992. By 2006, the number of citations had grown to 114. Of course, part of the increase is due to the fact that the longer a report has been available, the more likely it is that the report will be cited. By the same token, the apparent drop-off in citations in 2007 demonstrates not a sudden lack of interest in Advocacy reports but reflects merely that reports published in 2007 had little opportunity to be cited in academic sources also published in 2007. Clearly, citations to Advocacy reports have trended upward over the years.¹²

Number of Sources Citing to 1992-2007 Advocacy Research Reports



Reports: Number of Advocacy Research Reports published.
 Cited By: Number of academic sources citing to Advocacy Research Reports.
 Citations: Number of citations by academic sources to Advocacy Research Reports.

¹² A list of the three most frequently cited Advocacy reports, overall and by year, is included in Appendix E.

Reports by Subject Matter

Advocacy has broken down reports it has commissioned by subject matter and has published a list of those reports on its website.¹³ The categories are:

Banking and Finance:	Advocacy Lending Studies Small Business Finance Business Formation Bank Mergers and Acquisitions
Benefits and Training:	Wages and Benefits Employment and Training Health Care
Owner Demographics:	Women in Business Minorities in Business Veteran-Owned Businesses
Regulation:	Regulatory Research Environmental Research
State, Local and Rural:	Local Economic Development State and Local Rural America
Other Topics:	Exporting Franchising Procurement Research Taxes Technology and Innovation Firm Mergers and Acquisitions

Within the main subject-matter headings listed, Advocacy reports have been cited many times. Reports in the miscellaneous category ("Other Topics") have been cited relatively few times. The extent of citation within each subject category is shown in Appendix D, which consists of a listing of Advocacy reports by subject area, followed by citations to each such report. As can be seen,

¹³ Research and Statistics, <http://www.sba.gov/advo/research/> (accessed April 28, 2009).

reports centering on entrepreneurship, finance, and business owner demographics have been cited more often than reports about other subjects.

Frequently Cited Reports

Some Advocacy-commissioned reports have been cited in the literature more often than others. In this section, three often-cited reports are discussed. They are *Entrepreneurial Origins: A Longitudinal Inquiry* (1995), *Profiles of Regulatory Costs* (1995) and *Small Serial Innovators: The Small Firm Contribution to Technical Change* (2003). Each report, and the academic sources citing it, is listed in Appendix D. For the sake of brevity, the text of this report does not include all citations to each Advocacy report discussed.

Entrepreneurial Origins: A Longitudinal Inquiry (1995)

One of the earliest reports commissioned by Advocacy during the study period is *Entrepreneurial Origins: A Longitudinal Inquiry*. The report was presented to Advocacy in 1994 and released for publication in 1995. The study's authors were Drs. Bradley R. Schiller and Philip E. Crewson, both of whom now are affiliated with American University's School of Public Affairs.

In the 1980s, the authors performed a study to distinguish the backgrounds and characteristics of successful entrepreneurs from unsuccessful entrepreneurs and also from those who are not entrepreneurs. The 1995 report extended the study to include gender, race and educational background characteristics.

The authors reported distinctive differences between successful and unsuccessful entrepreneurs. Their findings included identification of different strategies to develop entrepreneurship based on gender. The journal *Economic Inquiry* published the report in 1997.¹⁴ The report has been influential. Either the report or the published article has been cited some 38 times in the academic literature through 2007, the most of any report included in this study. In addition to being cited in journals focusing on small business issues, the report has been cited in journals as varied as *Technovation* and the *Journal of Enterprising Culture*. The report has been cited in several British journals, in *Eastern European Economics*, in *Japan and the World Economy*, and in the *German Economic Review*.

Studies Examining Regulatory Compliance Costs for Small Business

Another much-cited report published by Advocacy in 1995 is *Profiles of Regulatory Costs*, by Dr. Thomas D. Hopkins, who now is Professor of Economics at Rochester Institute of Technology. The report is one of a pair of studies Dr. Hopkins conducted for Advocacy in 1995, the other being *A Survey of Regulatory Burdens*. *Profiles* examined the aggregate cost of regulations to small firms, an area the SBA is mandated to explore. Dr. Hopkins concluded that small firms spent some \$5,500 per employee to meet the federal regulatory requirements in 1992. In contrast, larger firms spent only some \$3,000 per employee. Dr. Hopkins published the report in the December 1998 issue of

¹⁴ Bradley R. Schiller and Philip Crewson, "Entrepreneurial Origins: A Longitudinal Inquiry," *Economic Inquiry* 35, no. 3 (July 1997): 523-31.

Policy Sciences.¹⁵ The report or the article was cited 26 times through 2007, not only in domestic economics journals but in several law reviews and in Hong Kong's *China Economic Review*.

Dr. Hopkins, this time with Dr. W. Mark Crain of George Mason University as lead author, prepared a follow-up report for Advocacy in 2001 titled *The Impact of Regulatory Costs on Small Firms*. This report confirmed the results of the earlier report but updated the cost of the regulatory burdens small firms bear. The more recent data showed that small firms spent \$6,975 per employee on federal regulatory requirements, compared with \$4,463 for firms with more than 500 employees. Although not published in an academic journal, this report was cited 25 times by academic sources through the year 2007. Advocacy later released a 2005 update of the same title, this time by Dr. Crain as the sole author. The 2005 report has been cited three times by academic sources through 2007 although it, too, has not been published other than by Advocacy.

**Small Serial Innovators:
The Small Firm Contribution to Technical Change (2003)**

A more recent Advocacy-commissioned report, released in 2003, addressed the role of small firms in obtaining patents. It is called *Small Serial Innovators: The Small Firm Contribution to Technical Change*. The report has an institutional author, CHI Research, Inc., which is now known as The Patent Board. The report was primarily written by Senior Policy Analyst Dr. Diana Hicks who now serves as Professor and Chair of the School of Public Policy at Georgia

¹⁵ Thomas D. Hopkins, "Regulatory Costs in Profile," *Policy Sciences* 31, no. 4 (December 1998): 301-20.

Institute of Technology. Dr. Hicks examined 1,071 firms with 15 or more patents to determine what differences, if any, existed between small and large firm patenting. She found that small firms concentrate on patents in newer and more scientifically oriented fields, especially in biotechnology, semiconductors and pharmaceuticals. Moreover, small firms are more innovative and resilient than larger firms, and they tend to obtain more valuable patents.

Dr. Hicks, together with her student Deepak Hegde, published an updated version of the report in the journal *Research Policy* that same year, 2005.¹⁶ *Small Serial Innovators* has been cited by academic sources 15 times. In 2006, Dr. Hicks collaborated with Georgia Tech Professor Emeritus Dr. Alan L. Porter and their respective graduate students to continue this line of research. They prepared the Advocacy report *Identification of the Technology Commercialization Strategies of High-Tech Small Firms*, which concluded that successful small firms hold more United States patents than do less successful firms. Dr. Hicks and her student, now Dr. Dirk P. Libaers, presented this paper as part of the Best Paper Proceedings at the Academy of Management Annual Meeting in August 2007.

Facilitating Research

Not only has Advocacy commissioned a variety of research reports, but Advocacy has also acted to further advance areas of research in which academics have displayed an interest. This facilitation sometimes has resulted in collaborative efforts between OER's staff and outside academics. This section

¹⁶ Diana Hicks and Deepak Hegde, "Highly Innovative Small Firms in the Markets for Technology," *Research Policy* 34, no. 5 (June 2005): 703-16.

discusses the Diana Project, the work of Drs. Haynes and Ou, and the mutual interests of Dr. Boden and OER's Brian Headd.

The Diana Project

In 1997, five female professors decided to collaborate to engage in a new study of female entrepreneurship. They called themselves the Diana Group, after the Roman goddess of the hunt. The Diana Group began the Diana Project, which they described as: "A multi-university research program to identify factors that support and enable high growth in women-led ventures."¹⁷ The members of the Diana Group are Drs. Candida G. Brush and Patricia G. Greene, of Babson College; Dr. Nancy M. Carter, of Catalyst, Inc., and the University of St. Thomas; Dr. Elizabeth J. Gatewood, of Wake Forest University; and Dr. Myra M. Hart, of Harvard University. Over the years, the Diana Group published a number of academic papers. In 2007, it received an award for its work from the FSF-NUTEK (Swedish Foundation for Small Business Research-Swedish Agency for Economic and Regional Growth).

Advocacy has long displayed an interest in women's and minority entrepreneurship. In 1998, Advocacy published a staff-written report about women's entrepreneurship called *Women in Business*. OER's Director of Economic Research, Dr. Bruce D. Phillips, and Economist Alicia M. Robb authored the report. The report compiled much statistical information on women-owned businesses and served as a foundation for many reports and academic

¹⁷ Elizabeth J. Gatewood, Candida G. Brush, Nancy M. Carter, Patricia G. Greene, and Myra M. Hart, "Diana: A Symbol of Women Entrepreneurs' Hunt for Knowledge, Money, and the Rewards of Entrepreneurship," *Small Business Economics* 32, no. 2 (February 2009): 129-44.

articles, including those of The Diana Group.¹⁸ Drs. Brush, Greene and Hart, with student Patrick Saporito, relied upon the 1998 report in their 2001 article,

*Patterns of Venture Capital Funding: Is Gender a Factor?*¹⁹

Advocacy then commissioned the Diana Group to prepare a report called *An Investigation of Women-Led Firms and Venture Capital Investment*. That report noted the dearth of research on the success of women and minorities in obtaining venture capital and suggested a number of avenues for exploration. Although the report itself never was published in an academic journal, and has been cited only infrequently, substantial parts of the report as updated have become part of the Diana Group's subsequent writings, especially the 2002 report, *The Role of Social Capital and Gender in Linking Financial Suppliers and Entrepreneurial Firms: A Framework for Future Research*,²⁰ and in 2003, *Women Entrepreneurs Who Break Through to Equity Financing: The Influence of Human, Social and Financial Capital*.²¹ Both articles have been cited many times in the literature.

¹⁸ This publication has since been updated by Senior Economist Ying Lowrey, both in October 2001 and August 2006; see <http://www.sba.gov/advo/research/women.html>.

¹⁹ Patricia G. Greene, Candida G. Brush, Myra M. Hart, and Patrick Saporito, "Patterns of Venture Capital Funding: Is Gender a Factor?" *Venture Capital* 3, no. 1 (January 2001): 63-83.

²⁰ Candida G. Brush, Nancy M. Carter, Patricia G. Greene, Myra M. Hart, and Elizabeth J. Gatewood, "The Role of Social Capital and Gender in Linking Financial Suppliers and Entrepreneurial Firms: A Framework for Future Research," *Venture Capital* 4, no. 4 (October 2002): 305-23.

²¹ Nancy M. Carter, Candida G. Brush, Patricia G. Greene, Elizabeth J. Gatewood, and Myra M. Hart, "Women Entrepreneurs Who Break Through to Equity Financing: The Influence of Human, Social and Financial Capital," *Venture Capital* 5, no. 1 (January 2003): 1-28.

Research by George Haynes and Charles Ou

Dr. George W. Haynes, of Montana State University, has prepared a number of reports for Advocacy with OER's Dr. Charles Ou. Over the years, the two men have worked both independently and together to examine small business financing. Dr. Haynes authored a report for Advocacy in 1996 called *Finance Companies and Small Business Borrowers*. In that report, Dr. Haynes rejected the prevalent concept that finance companies were the "pawn shops" of the financial services industry. He found them to be significant lenders to small businesses. Dr. Haynes published the report the same year in the *Journal of Entrepreneurial and Small Business Finance*.²²

Dr. Haynes and Dr. Ou began collaborating by 2002. In 2003, they drafted a working paper that addressed how small businesses use equity capital. In 2005, Dr. Haynes built on that work in his Advocacy report *Finance Companies and Small Business Borrowers: Evidence from the 1993 and 1998 Surveys of Small Business Finances*. Drs. Haynes and Ou published that report as co-authors the following year in *Small Business Economics* under the title *Acquisition of Additional Equity Capital by Small Firms - Findings from the National Survey of Small Business Finances*.²³ In the meantime, in 2004, Dr. Ou authored *Statistical Databases for Economic Research on the Financing of Small Firms in the United States*, which was published in the *Journal of Entrepreneurial*

²² George W. Haynes, "Finance Companies and Small Business Borrowers," *Journal of Entrepreneurial and Small Business Finance* 5, no. 1 (1996): 17-42.

²³ Charles Ou and George W. Haynes, "Acquisition of Additional Equity Capital by Small Firms - Findings from the National Survey of Small Business Finances," *Small Business Economics* 27, nos. 2-3 (October 2006): 157-68.

Finance and Business Ventures in 2005.²⁴ Their mutual interest in small firm financing enhanced the work of both Drs. Haynes and Ou.

Research by Richard Boden and Brian Headd

In 2000, OER's Dr. Alicia M. Robb prepared a Center for Economic Studies working paper describing a data source called the Business Information Tracking Series ("BITS"). Advocacy funded preparation of the database and developed it in cooperation with the Bureau of the Census. In the same year, Dr. Richard J. Boden, Jr., an Advocacy economist now with the University of Toledo, prepared a report called *Establishment Employment Change and Survival, 1992-1996: Analyses Based on a New, Longitudinal Data Base with Special Focus on Information Technology Industries*. Dr. Boden, like Dr. Robb, described BITS. He then employed the database to study the survival of business firms.

In 2001, Dr. Boden prepared another report for Advocacy, titled *Analyses of Business Dissolution by Demographic Category of Business Ownership*. In this report, Dr. Boden studied the relative business survival prospects among demographic groups, industries and other categories. That same year, Brian Headd of OER wrote a working paper that examined factors leading to business success or failure. In 2002, Dr. Boden and Mr. Headd collaborated on *Race and Gender Differences in Business Ownership and Business Turnover* in the journal *Business Economics*.²⁵ This paper used BITS to compare the survival of

²⁴ Charles C. Ou, "Statistical Databases for Economic Research on the Financing of Small Firms in the United States," *Journal of Entrepreneurial Finance and Business Ventures* 10, no. 3 (December 2005): 35-61.

²⁵ Richard J. Boden, Jr., and Brian Headd, "Race and Gender Differences in Business Ownership and Business Turnover," *Business Economics* 37, no. 4 (October 2002): 61-72.

businesses owned by four groups, Caucasians, Hispanics, African Americans and a category consisting of Asians and other, numerically smaller groups of minorities.

The following year, 2003, Brian Headd revisited the subject of business survival when both *Advocacy* and *Small Business Economics* published his 2001 working paper as *Redefining Business Success: Distinguishing Between Closure and Failure*.²⁶ Dr. Robb, now with the Kauffman Foundation, and Dr. Robert W. Fairlie of the University of California at Santa Cruz, continued researching how owner demographics affect business success by publishing *Why are Black-Owned Businesses Less Successful than White-Owned Businesses? The Role of Families, Inheritances, and Business Human Capital*.²⁷ It is thus seen that scholarly interest in a subject by OER's staff and academics can lead to mutually beneficial collaboration.

Conclusions

Advocacy is charged with conducting, sponsoring and reporting on economic research to ensure that the federal government is supportive of the health and growth of small business. One way in which Advocacy measures the extent to which it has met this charge is by contributing to the academic literature. This contribution can be measured by the number of citations to Advocacy reports in the academic literature as well as by measuring the extent to

²⁶ Brian Headd, "Redefining Business Success: Distinguishing Between Closure and Failure," *Small Business Economics* 21, no. 1 (August 2003): 51-61.

²⁷ Robert W. Fairlie and Alicia M. Robb, "Why are Black-Owned Businesses Less Successful than White-Owned Businesses? The Role of Families, Inheritances, and Business Human Capital," *Journal of Labor Economics* 25, no. 2 (April 2007): 289-323.

which citations increase over time. On this aspect of the study, this report reaches the following conclusions:

- Advocacy's OER published 189 research reports from 1992 through 2007.
- These 189 reports were cited 578 times during the period 1992 through 2007 in 453 academic publications that included 268 scholarly journals.
- Over the period 1992 through 2007, Advocacy published, on average, approximately 12 research reports per year.
- Over the period 1992 through 2007, Advocacy reports were cited in the academic literature, on average, approximately 36 times per year.
- The number of academic sources citing to Advocacy reports trended substantially upward over the period 1992 through 2007.

One of the issues that concerned Advocacy was inconsistency in citations to Advocacy research studies and products, with some authors citing to individuals as authors but others citing to the SBA as an institutional author. With respect to this concern, this report finds that:

- Citations to Advocacy materials sometimes identify individuals as authors and other times cite the same materials to the SBA as author.
- When citations are to the U.S. Small Business Administration, that entity is variously cited as "Small Business Administration," "Small Business Admin.," "Small Bus. Admin.," "Sm. Bus. Admin.," "SBA," and "S.B.A." At times, Advocacy reports are cited to Advocacy as author, to the OER as author, or to both.

- Some OER reports identify Advocacy as the author; sometimes OER reports identify Advocacy as the author but name the OER staff who prepared the report; sometimes OER reports name a staff member as author.

Advocacy prepares or commissions reports on a variety of subjects that concern small business. Reports within some of these subject areas have been cited frequently in the academic literature. For instance, Advocacy reports about entrepreneurship, finance, and the demographics of business owners are cited more often than reports in other areas.

Another object of this study was to examine the extent to which contractors continue to pursue subjects they studied while under contract to Advocacy such that Advocacy-originated research is cited in later articles by these individual authors. The study also examined whether Advocacy reports have helped to initiate or to facilitate the research programs of outside academics. On these issues, this report concludes:

- Contractors often pursued subjects they studied for Advocacy both before and after their Advocacy work.
- Contractors who prepare reports for Advocacy sometimes publish those studies in academic journals. On other occasions, they incorporate work done for Advocacy in later studies. In either instance, contractors typically either mention their Advocacy work or cite to it when that work becomes part of a later study.

- Advocacy reports by OER often provide a foundation upon which other academics build with their later work.
- Areas of Advocacy interest sometimes lead to collaboration between OER staff and outside academics to produce Advocacy reports and scholarly articles published in the academic literature.

To summarize, Advocacy's OER functions much as a think tank for small business. By preparing its own reports, and by commissioning outside reports, the OER initiates, supports and furthers academic small business research. These activities lead to both formal and informal collaboration among OER staff and outside academics in pursuing research questions of interest to the small business community.

Appendix A: Bibliography of Advocacy Reports Researched

This bibliography lists the 189 Advocacy reports researched in this Academic Citation Study. The time period covered is from 2002 through 2007. This bibliography does not include all materials published by Advocacy during this time period but only research reports. Although the majority of the reports were authored by outside academics and consultants commissioned to perform research by OER, many of the reports were researched and written by OER personnel. Individual authors are listed when reports identify them; otherwise, the Office of Advocacy is listed as the author.

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Teitelbaum, Daniel, and Robert Axtell. 2005. Firm Size dynamics of industries: Stochastic growth processes, large fluctuations, and the population of firms as a complex system. Washington, D.C.: Office of Advocacy, U.S. Small Business Administration (January).

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Zinman, Jonathan. 2002. The real effects of liquidity on behavior: Evidence from regulation and deregulation of credit markets. Washington, D.C.: Office of Advocacy, U.S. Small Business Administration (November).

Appendix B: Journals Citing to Advocacy Reports 1992-2007

Each of the 268 journals listed has published one or more articles containing one or more citations to the Advocacy reports listed in Appendix A over the period 1992 through 2007.

Academy of Entrepreneurship Journal
Academy of Information and Management Sciences Journal
Academy of Management Executive
Academy of Management Learning and Education
Administrative Science Quarterly
Advances in Competitiveness Research
Agricultural and Resource Economics Review
American Economic Review
American Journal of Industrial Medicine
American University Journal of Gender, Social Policy and the Law
Annals of Regional Science
Annals of the American Academy of Political and Social Science
Antitrust Law Journal
Arizona State Law Journal
Army Lawyer
Atlantic Economic Journal
Australian Journal of Information Systems

Bank Marketing
Behavioral Sciences and the Law
Benchmarking
Benefits Quarterly
Berkeley Journal of Employment and Labor Law
Berkeley Technology Law Journal
Brooklyn Law Review
Business and Society
Business Economics
Business Forum
Business Horizons
Business Process Management Journal
Business Review (Federal Reserve Bank of Philadelphia)

California Law Review
California Management Review
Challenge
China Economic Review
Columbia Business Law Review
Columbia Law Review

Communications of the ACM
Community Development Investment Review
Comparative Labor Law and Policy Journal
Contemporary Economic Policy
Corporate Governance

Desarrollo Económico
Division of Labor and Transaction Costs

Eastern European Economics
EBRI Notes
Economic Affairs
Economic Development Journal
Economic Development Quarterly
Economic Issues
Economic Papers
Economic Record
Economic Review (Federal Reserve Bank of Kansas City)
Economic Theory
eJournal of Tax Research
Electronic Markets
Employment Relations Today
Enterprise and Innovation Management Studies
Entrepreneurial Business Law Journal
Entrepreneurship and Regional Development
Entrepreneurship: Theory and Practice
Environment and Planning A
Environment and Planning C
Environmental and Resource Economics
Environmental Health Perspectives
Environmental Values
e-Service Journal
European Journal of Innovation Management
European Journal of Law and Economics

Family Business Review
Federal Reserve Bank of St. Louis Review
Federal Reserve Bulletin
Financial Management
FIU Law Review
Florida State University Law Review
Fordham Environmental Law Journal
Fordham Journal of Corporate and Financial Law
Fordham Urban Law Journal

Gender and Society

Georgetown Law Journal
German Economic Review
Growth and Change

Harvard Civil Rights-Civil Liberties Law Review
Harvard Journal on Legislation
Harvard Latino Law Review
Harvard Law and Policy Review
Health Affairs
Human Resource Management Review

Inc. Magazine
Indiana Health Law Review
Industrial and Labor Relations Review
Industrial Marketing Management
Industrial Relations
Industry and Higher Education
Industry and Innovation
Information and Management
Information Technology, Learning and Performance Journal
Inquiry
International Business Review
International Entrepreneurship and Management Journal
International Journal of Applied Management and Technology
International Journal of Business and Globalisation
International Journal of Entrepreneurial Behaviour and Research
International Journal of Entrepreneurship and Innovation Management
International Journal of Management and Enterprise Development
International Journal of Manufacturing Technology and Management
International Journal of Public Sector Management
International Journal of Retail and Distribution Management
International Journal of Service Industry Management
International Journal of Social Economics
International Journal of Technology Management
International Regional Science Review
International Review of Applied Economics
International Small Business Journal
IOU Regulation
Iowa Law Review

Japan and the World Economy
John Marshall Law Review
Journal for Advancement of Marketing Education
Journal of Accountancy
Journal of Accounting and Public Policy
Journal of Applied Business Research

Journal of Australian Taxation
Journal of Banking and Finance
Journal of Business Ethics
Journal of Business Research
Journal of Business Valuation and Economic Loss Analysis
Journal of Business Venturing
Journal of Comparative International Management
Journal of Computing and Information Technology
Journal of Dental Education
Journal of Developmental Entrepreneurship
Journal of Drug Issues
Journal of E-Business
Journal of e-Business and Information Technology
Journal of Economic and Administrative Sciences
Journal of Economic Issues
Journal of Economic Studies
Journal of Electronic Commerce in Organizations
Journal of Employment Counseling
Journal of Enterprise Information Management
Journal of Enterprising Communities
Journal of Enterprising Culture
Journal of Entrepreneurial Finance and Business Ventures
Journal of Eurasian Research
Journal of Evolutionary Economics
Journal of Extension
Journal of Family and Economic Issues
Journal of Finance
Journal of Financial Services Research
Journal of Forensic Economics
Journal of Human Resources
Journal of Industrial Technology
Journal of Intellectual Capital
Journal of International Food and Agribusiness Marketing
Journal of Labor Economics
Journal of Labor Research
Journal of Law and Economics
Journal of Leadership and Organizational Studies
Journal of Legal Tax Research
Journal of Legal Technology Risk Management
Journal of Management and Organization
Journal of Marketing
Journal of Occupational Health Psychology
Journal of Organizational Behavior
Journal of Policy Analysis and Management
Journal of Public Procurement
Journal of Regional Analysis and Policy

Journal of Regulatory Economics
Journal of Retailing and Consumer Services
Journal of Risk Research
Journal of Shopping Center Research
Journal of Small and Emerging Business Law
Journal of Small Business and Enterprise Development
Journal of Small Business and Entrepreneurship
Journal of Small Business Management
Journal of Small Business Strategy
Journal of Supply Chain Management
Journal of Teaching in International Business
Journal of Technology Transfer
Journal of the American College of Radiology
Journal of the American Society for Information Science and Technology
Journal of the Australasian Tax Teachers Association
Journal of Urban Technology
Journal of Vocational Rehabilitation
Journal of Wealth Management
Journal of Workplace Learning

Labour
Labour Economics
Law Library Journal
Law Practice Today
Leadership and Organization Development Journal
Loyola Consumer Law Review

Management Research News
Management Science
Managerial and Decision Economics
Managerial Finance
Marketing Education Review
Minnesota Law Review
Mississippi College Law Review
Missouri Law Review
Monthly Labor Review

New England Economic Review
New England Journal of Entrepreneurship
Nonprofit and Voluntary Sector Quarterly

Our Economy

Papers in Regional Science
Policy Sciences
Politicka Ekonomie

Prometheus
Public Contract Law Journal
Public Finance Review

Qualitative Market Research
Quarterly Journal of Austrian Economics
Quarterly Journal of Economics
Quarterly Review of Economics and Finance

Regional Economist
Regional Studies
Regulatory Toxicology and Pharmacology
Research in Agricultural and Applied Economics
Research Policy
Revenue Law Journal
Review of Agricultural Economics
Review of Austrian Economics
Review of Environmental Economics and Policy
Review of Financial Economics
Revista de Empresa
Risk Analysis
Rural Sociology
Rutgers Law Journal

SAM Advanced Management Journal
Science
Security Journal
Service Business
Singapore Management Review
Small Business Economics
Social Forces
Social Science Journal
Social Science Research
Society
South African Journal of Library and Information Science
Southern Economic Journal
Southern Illinois University Law Journal
St. Louis University Public Law Review
Stanford Journal of International Law
Stetson Law Review
Strategic Management Journal

Tax Notes
Technovation
Telecommunications Policy
Texas Business Review

Texas Law Review
Texas Review of Law and Politics
Transactions
Transportation

UMKC Law Review
Underwriting Trends
University of Chicago Law Review
University of Chicago Legal Forum
University of Pennsylvania Law Review
Urban Studies

Venture Capital
Virginia Environmental Law Journal

Wake Forest Law Review
Washington University Journal of Law and Policy
Washington University Law Quarterly
Western New England Law Review
William and Mary Law Review
Work Study

Appendix C: Scholarly Works Citing to Advocacy Reports, 1992-2007

This appendix lists each of the 453 scholarly works that cite to one or more Advocacy reports during the study period.

Abril, Patricia S. 2007. Acoustic segregation and the Hispanic small business owner. *Harvard Latino Law Review* 10 (Spring): 1-31.

Ackerman, Frank. 2006. The unbearable lightness of regulatory costs. *Fordham Urban Law Journal* 33 (May): 1071-96.

Acs, Zoltan J. 2006. New firm formation and the region: Empirical results from the United States. In *Entrepreneurship, growth, and innovation: The dynamics of firms and industries*, ed. Enrico Santarelli, 105-33. New York: Springer.

_____. Start-ups and entry barriers: Small and medium-sized firms population dynamics. In *The Oxford handbook of entrepreneurship*, eds. Mark Casson, Bernard Yeung, Anuradha Basu, and Nigel Wadeson, 194-224. New York: Oxford University Press.

Acs, Zoltan J., and Fred A. Tarpley, Jr. 1998. The Angel Capital Electronic Network (ACE-Net). *Journal of Banking and Finance* 22, nos. 6-8 (August): 793-97.

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Acs, Zoltan J., Bo Carlsson, and Charlie Karlsson. 1999. The linkages among entrepreneurship, SMEs and the macroeconomy. In *Entrepreneurship, small and medium-sized enterprises, and the macroeconomy*, eds. Zoltan J. Acs, Bo Carlsson, and Charlie Karlsson, 3-42. New York: Cambridge University Press.

Acs, Zoltan J., Catherine Armington, and Ting Zhang. 2007. The determinants of new-firm survival across regional economies: The role of human capital stock and knowledge spillover. *Papers in Regional Science* 86, no. 3 (August): 367-91.

Adler, Jonathan H. 2000. Clean politics, dirty profits: Rent-seeking behind the green curtain. In *Political environmentalism: Going behind the green curtain*, ed. Terry L. Anderson, 1-30. Stanford: Hoover Press.

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Alsos, Gry Agnete, Espen John Isaksen, and Elisabet Ljunggren. 2006. New venture financing and subsequent business growth in men- and women-led businesses. *Entrepreneurship: Theory and Practice* 30, no. 5 (September): 667-86.

Altman, Edward, and Gabriele Sabato. 2005. Effects of the new Basel capital accord on bank capital requirements for SMEs. *Journal of Financial Services Research* 28, no. 1-3 (October): 15-42.

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Barkley, David L., Mark S. Henry, and Doohee Lee. 2006. Innovative activity in rural areas: The importance of local and regional characteristics. *Community Development Investment Review* 2, no. 3: 1-15.

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Appendix D: Citations to Advocacy Reports by Subject Matter 1992-2007

Advocacy lists its reports not only chronologically²⁸ but by subject area.²⁹ The subject groupings Advocacy uses are listed under the subheading *Reports by Subject Matter* in the text of this study. In this appendix, the Advocacy reports researched are listed under the Advocacy-assigned subject area. Because some reports are relevant to more than one subject area, they are listed separately for each subject area.

Each Advocacy report is cited on the left margin, in larger type. Following each report are the academic sources citing to that report, indented and in smaller type.

When an Advocacy report has been published in a journal, the journal citation is given first, with the notation *Published* preceding the journal citation. Citations to Advocacy reports that have been published in a journal can be to either the Advocacy report itself or to the journal citation.

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Appendix E: Three Most Cited Advocacy Reports, Overall and by Year, 1992-2007

This appendix lists the three most cited Advocacy reports during the study period, overall and by year of report.

Overall

Report	Times Cited
<i>Entrepreneurial Origins: A Longitudinal Inquiry</i> by Bradley R. Schiller and Philip Crewson (1995)	38
<i>The Characteristics of Small-Business Employees</i> by Brian Headd (2000)	27
<i>Profiles of Regulatory Costs</i> by Thomas D. Hopkins (1995)	26

2007 Reports

Report	Times Cited
<i>Minorities in Business: A Demographic Review of Minority Business Ownership</i> by Ying Lowrey	1

Note: Only one report was cited in 2007: Because the study period ended in 2007, few citations exist for a report published in 2007.

2006 Reports

Report	Times Cited
<i>State Tax Policy and Entrepreneurial Activity</i> by Donald Bruce and John Deskins	2

Note: Only one report was cited in 2006: Because the study period ended in 2007, few citations exist for a report published in 2006.

2005 Reports

Report	Times Cited
A five-way tie for most citations:	
<i>Availability of Financing to Small Firms Using the Survey of Small Business Finances</i> by Karlyn Mitchell and Douglas K. Pierce	3
<i>Dynamics of Minority-Owned Employer Establishments, 1997-2001</i> by Ying Lowrey	3
<i>State of the Inner City Economies: Small Businesses in the Inner City</i> by Initiative for Competitive Inner City	3
<i>The Impact of Regulatory Costs on Small Firms (Update)</i> by Mark W. Crain	3
<i>The Innovation-Entrepreneurship Nexus: A National Assessment of Entrepreneurship and Regional Economic Growth and Development</i> by Advanced Research Technologies LLC	3

2004 Reports

Report	Times Cited
<i>Home-Based Business and Government Regulation</i> by Henry B.R. Beale	8
<i>Self-Employed Business Ownership Rates in the United States: 1979-2003</i> by Robert W. Fairlie	3
<i>Small Firms and Technology: Acquisitions, Inventor Movement, and Technology Transfer</i> by CHI Research, Inc.	2

2003 Reports

Report	Times Cited
<i>Redefining Business Success: Distinguishing Between Closure and Failure</i> by Brian Headd	16
<i>Small Serial Innovators: The Small Firm Contribution to Technical Change</i> by CHI Research, Inc.	15
Three-way tie for third most citations:	
<i>Dynamics of Women-Operated Sole Proprietorships, 1990-1998</i> by Advocacy	3
<i>Financing Patterns of Small Firms: Findings from the 1998 Survey of Small Business Finance</i> by Advocacy	3
<i>Study of the Administrative Costs and Actuarial Values of Small health Plans</i> by Actuarial Research Corporation	3

2002 Reports

Report	Times Cited
<i>E-Biz: Strategies for Small Business Success</i> by Joanne H. Pratt	9
<i>The Influence of R&D Expenditures on New Firm Formation and Economic Growth</i> by BJK Associates	6
<i>An Investigation of Women-Led Firms and Venture Capital Investment</i> by Candida G. Brush, Nancy Carter, Elizabeth Gatewood, Patricia G. Greene and Myra M. Hart	5

2001 Reports

Report	Times Cited
<i>The Impact of Regulatory Costs on Small Firms</i> by Mark W. Crain	25
<i>Women in Business, 2001</i> by Advocacy	11
<i>Minorities in Business, 2001</i> by Advocacy	8

2000 Reports

Report	Times Cited
<i>The Characteristics of Small-Business Employees</i> by Brian Headd	27
<i>Small Business Expansions in Electronic Commerce</i> by Victoria Williams	10
<i>The Impact of Contract Bundling on Small Business FY 1992-FY 1999</i> by Eagle Eye Publishers, Inc.	6

1999 Reports

Report	Times Cited
<i>E-Commerce: Small Businesses Venture Online</i> by Victoria Williams	17
Two-way tie for second most citations:	
<i>Financial Difficulties of Small Businesses and Reasons for their Failure</i> by Teresa A. Sullivan, Elizabeth Warren and Jay Westbrook	9
<i>Measures of Job Flow Dynamics in the U.S. Economy</i> by Zoltan J. Acs, Catherine Armington and Alicia M. Robb	9

1998 Reports

Report	Times Cited
<i>The New American Evolution: The Role and Impact of Small Firms</i> by Advocacy	22
<i>Women in Business</i> by Advocacy	16
<i>Characteristics of Small Business Employees and Owners, 1997</i> by Advocacy	5

1997 Reports

Report	Times Cited
<i>Small Business Growth by Major Industry</i> by Advocacy	8
<i>The Impact of Structural Change in the Banking Industry on Small Business Lending</i> by James Kolari and Asgha Zardkoohi	6
<i>Trends in Venture Capital Funding in the 1960s</i> by Nicole R. Onorato	5

1996 Reports

Report	Times Cited
<i>Survival Patterns Among Franchise and Nonfranchise Firms Started in 1986 and 1987</i> by Timothy Bates	22
<i>Creating new Capital Markets for Emerging Ventures</i> by John Freear, Jeffrey E. Sohl and William E. Wetzel	13
Two-way tie for third most citations:	
<i>Foreign Patenting Behavior of Small and Large Firms</i> by Mary Ellen Mogee and Associates	3
<i>Job and Worker Attributes by Firm Employment Size, 1983-1993</i> by Richard J. Boden, Jr.	3

1995 Reports

Report	Times Cited
<i>Entrepreneurial Origins: A Longitudinal Inquiry</i> by Bradley R. Schiller and Philip Crewson (1995)	38
<i>Profiles of Regulatory Costs</i> by Thomas D. Hopkins (1995)	26
<i>The Changing Burden of Regulation, Paperwork, and Tax Compliance on Small Business: A Report to Congress</i> by Advocacy	15

1994 Reports

Report	Times Cited
<i>Measuring the Uninsured by Firm Size and Employment Status: Variation in Health Insurance Coverage Rates (Part I)</i> by Mark C. Berger, Dan A. Black and Frank A. Scott	5
<i>The Effect of Computer Use on the Earnings of Workers by Firm Size</i> by Joel Popkin and Company	3
<i>The Function of Failure</i> by Richard F. Fullenbaum and Mariana A. McNeill	1

1993 Reports

Report	Times Cited
<i>Myths and Realities of Working at Home: Characteristics of Homebased Business Owners and Telecommuters</i> by Joanne H. Pratt	14
<i>Job Training Approaches in Small and Large Firms</i> by Dan A. Black, Mark C. Berger and John Barron	2

Three-way tie for third most citations:

<i>A Comparison of Borrowers with SBA and Other Loan Guarantees</i> by George W. Haynes	1
<i>Environmental Concerns for Small Business</i> by Eric van de Verg	1
<i>Small Business Access to Equity Capital</i> by Robert J. Gaston	1

1992 Reports

Report	Times Cited
<i>Business Survival Rates by Age Cohort of Business</i> by Joel Popkin and Company	38

Note: Only one report authored in 1992 has been cited in the academic literature.

Appendix F: Detail of Research Methodology

Databases

The following databases were utilized in this report:

- *Business Source Complete*

This database, by EBSCO Publishing, states that it is the “world's definitive scholarly business database” and that it “contains far more active, peer-reviewed, business-related journals than any other database currently available.”³⁰ *Business Source Complete* indexes more than 1,200 journals for “all disciplines on business, including marketing, management, MIS, POM, accounting, finance and economics.”³¹

- *EconLit*

EconLit is an electronic database provided by the American Economic Association. This database “indexes more than thirty years of economics literature from around the world.”³² The database description states that *EconLit* “is a comprehensive index of journal articles, books, book reviews, collective volume articles and working papers and dissertations.”³³

- *Social Sciences Abstracts*

The H.W. Wilson Company provided two databases. The first, *Social Sciences Abstracts*, states that it “provides comprehensive abstracting and indexing of more than 518 English-language periodicals in the areas of anthropology, criminology, economics, law, geography, policy studies, psychology, sociology, social work, and urban studies.”³⁴

- *Index to Legal Periodicals*

The other H.W. Wilson Company database is the *Index to Legal Periodicals*. This database includes “over 1,025 legal journals, law reviews, yearbooks, institutes, statutes, bar association publications, university publications, and government publications.”³⁵ Over 325 selected periodicals are set forth in full text.

³⁰ <http://www.ebscohost.com/thisTopic.php?marketID=1&topicID=399> (accessed September 14, 2008).

³¹ *Id.*

³² <http://www.econlit.org/> (accessed September 14, 2009).

³³ *Id.*

³⁴ <http://www.ovid.com/site/catalog/DataBase/193.jsp> (accessed September 14, 2008).

³⁵ <http://www.hwwilson.com/databases/legal.htm> (accessed September 14, 2008).

- *LexisNexis Academic*

LexisNexis Academic is said to contain “over 6,000 news, business, and legal sources.”³⁶ Among these sources are in excess of 500 law reviews.

- *Google Scholar*

Google Scholar is an open-source online research tool. It collects “peer-reviewed papers, theses, books, abstracts and articles, from academic publishers, professional societies, preprint repositories, universities and other scholarly organizations.”³⁷

- *Scopus*

Scopus describes itself as the “largest abstract and citation database of research literature and quality web sources.”³⁸ Its database includes “over 16,000 peer-reviewed journals from more than 4,000 publishers.”³⁹

Rules for Searching

Some Advocacy reports are cited to individual authors instead of being attributed to the Office of Advocacy. Therefore, each Advocacy report was subjected to search in every database both by author(s)' names and by segments of each study's title. These searches resulted in hundreds of potential citations which were then individually studied to ascertain which Advocacy materials they cited and how they cited to those materials. The search for “Small Business Administration” was particularly troublesome because citations to SBA as a study's author could be and were written in one of the following forms:

- *Small Business Administration*
- *Small Business Admin.*
- *Small Bus. Admin.*

³⁶ <http://academic.lexisnexis.com/online-services/academic-overview.aspx> (accessed September 14, 2008).

³⁷ <http://scholar.google.com/intl/en/scholar/about.html> (accessed April 28, 2009).

³⁸ <http://www.scopus.com/scopus/home.url> (accessed April 28, 2009).

³⁹ *Id.*

- *Sm. Bus. Admin.*
- *SBA*
- *S.B.A.*

At one point, when searching for the acronym “S.B.A.,” over 1,700 references appeared in one of the databases. Of course, many of them were not citations to the Small Business Administration but to other organizations whose names are abbreviated identically.

An additional consideration – defining what an “academic citation” is – required some thought. Given that the essence of an academic citation is submission to peer review, the following rules were incorporated into the search:

● *Journals*

Journals had to indicate in some fashion that they were peer-reviewed. This qualification might take the form of a simple statement that the journal in question was peer-reviewed, the listing of a board of editors, or submission guidelines that included peer review as part of the process for determining which articles would be included in the journal.

● *Books*

Books, likewise, had to indicate in some fashion that they were peer-reviewed. Usually, books citing to Advocacy materials consisted of volumes of individual papers assembled by one or more editors. If no editors were listed, this rule still could be met when an academic publisher – for example, Cambridge University Press, Kluwer or MIT – had published the book. Finally, a few books were included in the search despite having no editor because they were written by persons whose resumes indicated clearly that they were academics whose similar work had been peer-reviewed.

● *Law Reviews*

Law reviews include articles by lawyers, law professors and law students. All law reviews were included because law reviews are edited by law students under the supervision of law professors.

● *Government Documents*

Government documents routinely were excluded from the study, even when they cited Advocacy materials, because government documents typically are reports that are not peer-reviewed. An exception was made for research papers published by the regional Federal Reserve Banks because those papers appeared in bank-sponsored online journals that appeared to be subject to editorial review.

● *Working Papers*

Working papers were excluded from the study because, by definition, working papers are undergoing the process of peer review and have not yet been fully vetted.

● *Conference Proceedings*

Conference proceedings also normally were excluded from the study because academic studies usually are presented at conferences as part of an effort to obtain criticism by one's peers prior to publication in a journal. Furthermore, it was thought that conference papers would appear in academic journals once their authors were satisfied with the quality of their presentations and would thus be located in that fashion.

A final consideration concerned the length of a citing source. Sources citing Advocacy materials were excluded from the study when they were less than three pages long, based on the premise that it would be difficult to write an article subject to peer review any shorter than that. As a practical matter, this rule had the effect of excluding brief letters to journal editors.