


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Abstract

DR. PAMELA KENT is an Associate Professor of Entrepreneurship at the University of Western Australia. This paper presents research findings from a study of the impact of management advisory services on the financial performance of small businesses in a controlled environment. Need for achievement and locus of control of managers were also tested because these variables were not controlled in the research design. It was found that financial performance was positively significantly related to using management advisory services from external advisers when profit and sales growth were used as indicators of financial performance. The need for achievement of managers also added significantly to the profit growth and sales growth regression models. A comparison of the sources of advice indicated that accountants tended to concentrate on financial advice while non-accountant advisers stressed selling and marketing techniques such as shop displays, advertising, promotions, and knowledge of products sold.



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Results of the multicollinearity diagnostics will be supplied by the author on request.

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