FROM THE EDITOR'S DESK

A reliable model of bankruptcy prediction has eluded researchers using existing modeling methodologies. **P.J. CYBINSKI** updates the new methodologies and technologies, and argues for formulation of dynamic rather than static models of firm failure.

Studies increasingly indicate positive correlations between employee job satisfaction and customer perceptions of service quality, and between favorable perceptions of service quality and customer satisfaction. **ROBIN SNIPES'** study tests these relationships in an unusual service industry venue: higher education. The study found similar positive relationships between faculty job satisfaction and student satisfaction.

Can a care-taker become a money-maker? That is essentially the question **GEORGE McMASTER** poses in his case study of the method used by a Canadian home health-care franchiser to enhance the entrepreneurial abilities of nurses who become CEOs of their own home care companies.

An Artificial Neural Net (ANN) is a form of artificial intelligence that facilitates forecasting by simulating the biological neural network found in the human brain. **OWEN HALL's** study of the effectiveness of an ANN for generating accurate product sales and returns forecasting found that it outperformed the standard regression model.

Databases are a critical element of virtually all conventional and e-business applications; nevertheless, many organizational database applications fail or are unusable. **JOHN HOXMIER** proposes additional dimensions to database designs that can improve their quality.

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