

**Chair's Exchange: Arthur Kraft, 2006-2007 Chair, AACSB International**

**Initiatives Will Gain Momentum in AACSB's 90th Anniversary Year**



It hardly seems that 29 years have passed since I accepted my first assignment with AACSB International. After dozens of committee assignments, peer review visits, and many hours of wonderful collaboration with my business education colleagues, I am delighted to begin a 12-month term of service as your chairman.

As I write my first column for eNEWSLINE, I am both excited about the possibilities facing our association, and at the same time humbled by the opportunity to lead AACSB in its 90th anniversary year of service to the world's business schools.

We have come a long way in the last three decades. One only has to take a cursory inventory of the services we offer to see that AACSB is devoted to outstanding member service, committed to serving business schools around the world, and, like our accredited schools, dedicated to continuous improvement.

In the area of accreditation, we are working to improve service to our schools by making processes and documents more accessible to everyone, whether they are in the accreditation process or preparing for a maintenance review. Additionally, our various accreditation committees work with our members to monitor the standards, interpret them when necessary, and look for ways to make them more member-friendly.

While we accredit an all-time high 527 institutions in 30 countries, we are always trying to attract outstanding schools from around the globe to enter the accreditation process. Less than 10 percent of the world's business schools are AACSB-accredited, so naturally we are trying to identify good candidate schools to become part of the AACSB-accredited global network of business schools.

Globalization continues to be a priority in all of our activities at AACSB. This year we will offer a complete program of more than 40 conferences and seminars on three continents. Global management education will be one of the many topics to be discussed in our bi-monthly magazine, *BizEd*. Improving the data that we collect and making it readily available to our global family of member schools is high on our priority list. In the area of public relations, our efforts toward maintaining an active dialogue with the news media outlets will continue as we tell the AACSB story and shine the spotlight on our global network of schools.

Our work with the Global Foundation for Management Education, a joint initiative of AACSB and the Brussels-based European Foundation for Management Development, will continue. The GFME, formed to keep the global community abreast of developments in business education and to contribute to the debate about the future of education in business and management, recently produced its first major project. *The Global Guide to Management Education 2006*, a survey of business and management education in more than 50 countries, is free and accessible via the GFME Web site: [www.gfme.org](http://www.gfme.org).

The Peace Through Commerce initiative, launched in June, is beginning to gain momentum. It was the recipient of global news coverage in all four world editions of the *Wall Street Journal* in the month of June. The finalized report of the Peace Through Commerce Task Force will be available later this month in printed form and online.

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The first meeting of the Impact on Research Task Force, which will examine how collegiate business school research impacts business, convenes Aug. 3 in Chicago. Hosted by the University of Chicago Graduate School of Business, the meeting will be the task force's first step toward producing a report by next spring that communicates the contributions of b-school research.

The Alliance for Management Education, established to provide a direct link between the association and business leaders, continues to explore possible ways that businesses can connect with AACSB. Under discussion is the establishment of forums that allow business leaders to contribute by providing direct input on business education. Continued discussion and additional input will help us further define our growing partnership with the business community.

The high value of being an AACSB-accredited business school will continue to be a recurring theme. Since accreditation makes a school part of an elite group of institutions that have committed to continuous improvement through a regular process of peer review and self assessment, we will demonstrate the difference between schools that are accredited and those that are not.

Finally, our over-riding goal is to continually reinforce to our 1,060 members in 72 countries that AACSB membership truly adds to the overall quality of each member institution. From our professional development events to the annual salary survey to various AACSB-supported task forces and research projects, AACSB will continue to point out the advantages of membership, showing how it plays an indispensable role in the development of business schools everywhere.

As you enjoy the summer months, please allow me to be the first to send all good wishes to all for a terrific 2006-2007 academic year. Rest assured that the chair, board of directors, and our headquarters staff in Tampa will work hard to show that your confidence in us is well-placed.

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**DEANS CORNER****Why We Haven't Done Away with Our School's PhD Program**

By Caryn L. Beck-Dudley  
dean, College of Business, Florida State University



Much has been written about the decline in business doctoral production and the AACSB report *Management Education at Risk* identified the doctoral shortage as a critical concern for the future of management education. Many factors were explored that contributed to this decline, including better job opportunities in the private sector and time to completion issues.

There also has been talk that the popular press' focus on MBA programs may contribute to the decline. The conventional wisdom is that since doctoral programs are not ranked, business schools have focused on the financially lucrative and visible MBA program and either reduced, eliminated, or failed to start doctoral programs.

One of the reasons for the decline not cited in the report--but one that clearly exists--is the expense of running a PhD program. In addition to faculty time, PhD stipends are expensive and create situations where schools must choose between the MBA money makers or the financial demands of a PhD program.

Interestingly, one solution to the crisis, not proposed in the report, is for more schools to step up to the plate and produce PhD students. We still find relatively constant and considerable student interest in pursuing a PhD. The real problem for us has been escalation in PhD stipends paid by competing schools. This rise is exasperated by the lack of external research money that can be generated to support PhD students in business. It also is difficult to convince provosts to provide PhD stipends to business doctoral students when in other areas, such as engineering and science, faculty members support their graduate students with their own grant money, enabling those students to produce even more research dollars.

With all of these negatives, why does Florida State choose to keep a PhD program? The reason is simple—it allows us to attract strong faculty and to produce high quality research. In the competitive market for talented faculty, the fact that we have a PhD program allows us to “land” faculty we might not otherwise attract which in turn elevates our research contributions.

Even though our program, like many others, has funding issues and struggles to offer competitive stipends, we are proud of the fact that we continue to support a robust PhD program with more than 80 doctoral students in seven discipline areas. Each year Florida State University graduates 12-15 potential faculty members. We have leveraged the PhD Project and promoted diversity by producing 32 minority PhDs over the past 10 years. We also have had excellent success in attracting students who can compete with graduate students for FSU's coveted, but limited, university wide fellowships.

Even with these successes, we continually evaluate the effectiveness of the program, which has brought us to the following conclusions. We are producing PhDs for the academic market, focusing on creating excellent scholars, excellent teachers and excellent members of the academy. Our programs require

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research activity the day the student enters our doors. Producing sole-authored conference papers and paper submissions in the second year also is expected. The role of comprehensive exams is being reexamined (we still have them) but in most of our programs they are no longer the “hurdle” they were for our faculty.

Rather, the new hurdle is external review, which is modeled after the faculty three-year review. Using the peer review process provides students with realistic expectations about faculty life and starts to give them the skills necessary to be successful faculty members.

Students also teach frequently, although we are evaluating whether they teach too much. We have adopted doctoral teaching awards to honor our best. Students receive written evaluations each year which helps them develop a thick skin for the realities of faculty life. A side benefit is that it helps document the process in case of unforeseen problems. We also expect our students to be visible members of the academic community by early participation in regional and national meetings and attendance at doctoral consortia.

We are proud of our doctoral program and will continue to improve its effectiveness. It is my hope that other beneficiary universities will consider adding or increasing PhD production, another part of the solution to the doctoral shortage we all face.

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**NEWSLINES****MBA Monks in China Mix Business with Prayer**

The Reuters news wire reports that the first Buddhist monks to complete an MBA in China are determining the best way to run a monastery.

Jiaotong University, commissioned by the Jade Buddha Temple in Shanghai, offers a special degree program in monastery management. Reportedly, the monks were better students than their lay counterparts in courses covering business administration, lectures on temple management, philosophy, and the marketing of religious products.

One lay student was quoted as saying there was nothing unusual about monks being enrolled in an MBA program. Apparently, some handle the praying and chanting, while others concentrate on business.

The temple, which enrolled 15 monks in foreign language courses at Shanghai International Studies University, is organizing a second group to begin MBA studies.

**ESADE (Spain), HEC Paris Form Alliance Designed to Strengthen Both Schools**

Thirty years of close, successful collaboration have produced a new alliance between ESADE (Barcelona) and the HEC School of Management (Paris). The new cooperative agreement is designed to increase synergy between the two faculties and further develop cooperative programs.



Left to right - Carlos Losada, ESADE director general; Francisco Villar y Ortiz de Urbina, Spanish ambassador to France; and Bernard Ramanantsoa, HEC School of Management dean

As a result of the agreement, the two schools have double-degree agreements for both MBA and Master of Science of Management programs, joint faculty projects for teaching and research, joint faculty recruitment/development activity, and joint study abroad programs with schools in Latin America, Eastern Europe, Asia, and the Mediterranean.

The two institutions already are working together on the development of 10 significant projects covering the breadth of all key management disciplines, as well as the "Young Faculty Research Seminar," to encourage the interaction of recently recruited faculty members from both institutions.

Other joint activities are the "CEO-Board Forum," an elite group of directors, CEOs, and business

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experts chosen from the schools' faculty, oriented toward the exchange of corporate experiences, research and proposals, and collaboration of the two schools' alumni associations.

**Smith School Launches Weekly Video/Audio Podcasts on Research, Management Topics**

Students can download five-minute video and audio clips or view and listen to the segments online at the Web site of the Robert H. Smith School of Business at the University of Maryland. The school has joined the growing trend in the United States where more and more individuals receive information digitally through mobile devices.

The school has more than a dozen video and audio podcasts on key strategic issues available online. Browsers can subscribe to receive "Smith Business Intelligence On-Demand," which includes such popular downloads as a study that warns firms about the dangers of putting too many features on their products, an interview that offers advice on entrepreneurship and innovation, and a segment on emerging marketing trends.

A study by the Pew Internet & American Life Project has revealed that more than 22 million American adults, or 11 percent of all adults, own iPods or MP3 players, and of those, 29 percent have downloaded podcasts. By 2010, the number of podcast users is expected to reach 56 million, according to a study by the Diffusion Group.

**Villanova University Renames School as 'Villanova School of Business'**

Villanova University has changed the name of its business school from the College of Commerce and Finance to the Villanova School of Business.

The renaming reflects strategic goals established by new Dean James Danko, who joined the school last year from Dartmouth. The goals include plans to strengthen Villanova's undergraduate, graduate, and executive business programs which serve nearly 2,000 students in seven fields of study.

In recent years the school has established five research centers and invested \$26 million into the school's renovation, including the addition of an atrium and an applied finance lab.

"The Villanova School of Business name conveys a more accurate, modern, sophisticated image of the business education we provide," Danko said.

**New Internet Site with Simplified Structure Unveiled at Grenoble Ecole de Management**

Ten years after the launch of its first Internet site, Grenoble Ecole de Management (France) has a new Web site with half the original pages, but more intuitive navigation. Grenoble was one of the first French business schools to have an Internet site as early as 1996.

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With the Web becoming the cornerstone of all communications—especially for a school like Grenoble that recruits students from around the world—the new site was built as a recruitment tool. For example, eighty percent of master's degree candidates at Grenoble took full advantage of the service to enroll online without even making a phone call.

The new site features simplified access to information, a refined style, video access, online admissions, and personalized information made possible by an RSS feed for information and programmable alerts.

### **Kids Take Advantage of Summer Computer Camps at Eller College of Management**

Youngsters living near the University of Arizona have invaded McClelland Hall at the Eller College of Management this summer to learn about information technology and the magical world of computers. Eller's respected MIS department, in an effort to extend IT education to the broader community, offers the camps as part of its Summer Enrichment Program for K-12 boys (DigiDudes) and girls (TechDivas).

The program began last year as TechDivas 2005 and because it was so successful, they added DigiDudes, a component for boys this year.

Tyler Loomis, counselor for the program, said that separating the girls and boys was more conducive to teaching the boys in a more active way. "As you can see, the boys are physically very energetic. The girls are much quieter, and they beat us when we do computer knowledge competition," he said.

### **Spanish Government Awards "Master" Grade to Collaborative Management Program**

The Spanish Ministry of Education has awarded its official grade of "Master" to the European Management Program run by the Audencia Nantes School of Management, in cooperation with Bradford University School of Management in England and the Universidad Comercial de Deusto in Bilbao, Spain.

The 13-16 month program, taught in English, French, and Spanish, includes students who speak multiple languages and divide their time among the three schools. While the first class in 1990 included mostly Europeans, current students come from 30 different countries, with increased enrollment from Latin America, the former Eastern Bloc, and Asia.

Geared toward those seeking careers in international management, the program includes an end-of-year internship in a company outside the student's home country.

**BRIEFLY—Harry Markowitz**, the 1990 Nobel Laureate in Economic Sciences best known for his pioneering work in investments and portfolio theory, has joined the faculty at the Rady School of Management at the **University of California, San Diego** ... **Michael Devereux** has been named the first director of the **Oxford University** Centre for Business Taxation.

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**ASSOCIATION NEWS****SHRM, AACSB Partner in HR Global Alliance**

The Society for Human Resource Management (SHRM) and AACSB International have formed a global alliance based on the shared belief that students pursuing a “human resources” career path are best served when they attend class within the context of a collegiate business school.

The two organizations will combine efforts to help raise the profile of the study of human resources as an essential strategy in building strong, competitive organizations. SHRM is the world’s largest association devoted to human resource management, representing more than 200,000 members in more than 100 countries.

“HR is a significant part of overall business success, yet it is sometimes overlooked by business schools in their curriculums,” said Susan R. Meisinger, president and chief executive officer of SHRM. “Aspiring HR professionals must have a strong background in business to be effective. We are pleased that AACSB is partnering with us to encourage colleges and universities that have HR programs to house them in their business schools.”

To ensure that relevant and beneficial HR courses are available to business students, the alliance hopes to encourage business schools to utilize curriculum guidelines and templates prepared by SHRM to support quality and consistency in HR education.

“The ability to manage human resources not only is an important business skill, but an essential tool for staying competitive,” said John J. Fernandes, president and chief executive officer of AACSB International. “Because managing talent has become so important in today’s modern business environment, there is no doubt that human resources is most effectively taught as part of the full business school curriculum.”

**Value of Management Education Resource Center Goes Live Online**

The Value of Management Education Resource Center, which provides ongoing communication about the importance of business schools and management education for individuals, organizations, and societies, is available online. To visit the resource center click: [Value of Management Education Resources](#).

In addition to providing tools for deans to promote the value in their programs, the resource center also will include a section featuring articles that are critical of business education, followed by viewpoints that oppose the critics.

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**AACSB Bridge Program Fast Tracks PQ Faculty**

Responding to a concern from business schools about faculty shortages, AACSB has announced a program to encourage the transition of experienced business professionals into business teaching positions at colleges and universities. School leaders are encouraged to recommend qualified individuals for the groundbreaking program. Qualifications and applications are available on the [AACSB Bridge Program](#) Web site.

The AACSB Bridge Program is a five-day intensive seminar that provides a pathway for high-level senior executives to become candidates for faculty positions. A joint project of AACSB, the Paul Merage School of Business at the University of California, Irvine, and the Marshall School of Business at the University of Southern California, the program is designed to ensure that senior level business persons can successfully transition from business to academia.

"The AACSB Bridge Program surely will encourage more senior business leaders to consider bringing their valuable knowledge to a second career in academia," said Judy Olian, dean of the UCLA Anderson School of Management. "The program is consistent with AACSB's efforts to ensure that there is a rich pipeline of qualified professionals, beyond business PhDs, who can bring their expertise to the classroom."

The program grew out of findings of a 2002 AACSB report, *Management Education at Risk*, which revealed concerns about a dwindling number of PhD graduates, a trend that has pushed schools to hire more professionally qualified (non-PhD) faculty. In response, the AACSB Bridge Program makes it easier for senior executives to identify a transitional route toward an academic career.

"The Bridge Program, a product of more than five years of careful AACSB study, deals with one of the most fundamental challenges facing business schools today," said John J. Fernandes, president and chief executive officer of AACSB International. "It offers a specific professional development program for those who want to teach at a business school, but may not be sure how to start the process."

The inaugural AACSB Bridge Program will take place Oct. 22-27 at the Paul Merage School of Business at the University of California, Irvine. A second course will be held at the University of Southern California in May of 2007.

"The Paul Merage School of Business is delighted to host the first AACSB Bridge Program offering," said Andrew Policano, dean from the University of California, Irvine. "We are certain that this will be the beginning of a very successful program that helps business schools around the world identify new sources of faculty talent."

Those participating in the AACSB Bridge Program will study the following topics: academic culture and today's student, what makes truly great teachers, effective teaching skills and the fundamentals of course development and delivery, and the student learning process.

To be eligible for the program, participants are required to have a master's degree and professional experience of significant duration and responsibility related to the area of teaching assignment; or they may have a master's degree in a field other than the desired teaching area, but with teaching area work

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experience as a substitute. Course delivery includes a variety of options, such as instructional presentations, lecture discussions, group deliberations, lab exercises, guest speakers, and corresponding daily assignments.

Individuals who successfully complete the program will receive a certificate with the seals of AACSB and the two participating business schools.

**BRIEFLY** – Participants in the first AACSB Business Accreditation Seminar held in Latin America posed proudly during the two-day event last month in Santiago, Chile.



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**CONFERENCE ALERT****CIC Plenary Panel to Discuss Higher Ed. Commission Report**

The revamping of federal student aid, accreditation and transfer credits—topics within the report of the Commission on the Future of Higher Education—will be discussed in a plenary session at AACSB's Continuous Improvement Conference, Sept. 17-19, in Minneapolis, Minnesota.

The report also calls for simplifying the transfer of credits between schools, as well as measuring the benefits of a college education. The thoughts and responses from panel members, lobbyists, and observers alike, will provide plenty of ammunition for some spirited discussion.

The Continuous Improvement Conference, the first AACSB major event of the academic year, also will signal the beginning of the 90th anniversary celebration of the founding of AACSB International. An extension of the report discussion will be an entire track titled "The Future of Higher Education," one of four open to attendees.

Specific topics within the *Future of Higher Education Track* include:

- The Financial Challenge—Strategies for the Business School
- The Quality Challenge—Essential Elements of Highly Effective B-Schools
- Beyond Spellings – Tips and Tactics for the Leading B-School

*The Accreditation Track* includes sessions that cover the following topics:

- Strategies for Developing and Reporting AQ/PQ Faculty
- Maintenance of Accreditation Session
- Strategic Management
- Initial Accreditation Pursuit

*The Assessment Track* includes sessions that cover the following topics:

- Assessment Standards
- Creating a Culture of Evidence
- A Program Assessment Odyssey: Looking Back and Moving Forward
- Where the Rubber Hits the AofL Road: Process, Practice, and Software to Facilitate Faculty

*The Innovative Track* includes sessions that cover the following topics:

- Visualizing Faculty Research Productivity
- Integrating Ethics, Communications, and Teamwork into Responsible Leadership Programs
- Anticipating the Next Economy and Its Challenges for Business Educators
- The Reinvention of a Business School Using a Corporate Turnaround Strategy

For registration and more information, visit: [Continuous Improvement Conference](#)

**Exhibit Space Available at Continuous Improvement Conference in Minneapolis**

For the first time an exhibit area will be part of the 2007 Continuous Improvement Conference, scheduled Sept. 17-19 at the Radisson Plaza Hotel, Minneapolis, Minn. Space will be allocated to the first 10 schools or companies that express interest.

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The Continuous Improvement Conference is designed for teams of administrative and faculty leaders and focuses on the special challenges facing business schools that are engaged in achieving or maintaining AACSB accreditation status.

A great opportunity to showcase your school or business to management educators from many locations, the Continuous Improvement Conference this year will also formally kick off AACSB's 90th anniversary celebration, which commemorates the founding of AACSB International in 1916.

For more information on exhibit space at the Continuous Improvement Conference, contact Annette DeLisle, [annette@aacsb.edu](mailto:annette@aacsb.edu).

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**TRANSITIONS****Geralyn Franklin Assumes Deanship at University of South Florida, St. Petersburg**

Geralyn McClure Franklin has been named dean of the College of Business at the University of South Florida, St. Petersburg, moving from The University of Texas of the Permian Basin.

A member of AACSB International's board of directors, she served as chair of the department of management, marketing, and international business at Stephen F. Austin State University from 1994-1998 and director of the division of management and marketing at The University of Texas at San Antonio from 1998-1999.

She has served in various leadership roles in several academic and professional organizations. Currently, she is chair of the AACSB International Small School Network Affinity Group, senior vice president of programs for the United States Association for Small Business and Entrepreneurship, director of sponsorships for the Academy of Management, and conference coordinator for the Southern Management Association.

She is past president of the Southwestern Business Deans' Association, Council of Texas Business Deans, Small Business Institute (formerly the Small Business Institute Directors' Association), Association for Small Business and Entrepreneurship (formerly the Southwestern Small Business Institute Association), and Southwest Academy of Management.

**Freedman Makes Move from Mississippi State for Deanship at Oklahoma State**

Sara M. Freedman, formerly the business dean at Mississippi State University, has assumed the deanship of the William S. Spears School of Business at Oklahoma State University.

A member of the AACSB International board of directors, Freedman also served as dean of the College of Business Administration at the University of Houston for three years, and was associate dean for academic and research programs for 10 years. She joined the faculty at the University of Houston in 1976, and received the College of Business Administration Distinguished Faculty Award in 1985.



She also was a Teaching Fellow and research assistant at the University of North Carolina from 1972-76, and was a Fellow at the Center for Creative Leadership in 1974.

For the past two years, Freedman has been president of the board of governors of Beta Gamma Sigma, the national business school honor society. She is a former president of the Southwest Business Deans' Association and of the University of Houston's Women's Network, and was on the board of governors of the Academy of Management.

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**University of Baltimore Names Susan Rawson Zacur Dean of the Business School**

Susan Rawson Zacur has been appointed dean of the Merrick School of Business at the University of Baltimore, replacing Anne M. McCarthy, who has resigned to run for office of state comptroller. Zacur, who has 30 years of service at the University of Baltimore, has been professor of management and chair of the Department of Management and Marketing since 2004.

Since the University of Baltimore is transitioning from an upper division (two-year) institution to a four-year institution, Zacur's appointment is for two years.

"Professor Zacur is held in great esteem by her colleagues and is a proven leader," said Provost Wim Wiewel. "I have often called on her for advice in the past, and I know she will do a great job for the Merrick School of Business."

Zacur received her doctorate in business administration and a master's degree from the University of Maryland, College Park. She is the holder of a bachelor's degree in business from Simmons College.

**Bowling Green Selects Rodney Rogers as Dean of College of Business Administration**

A business school administrator and faculty member from Portland State University, Rodney K. Rogers, has been appointed dean of the College of Business Administration at Bowling Green State University. His appointment is effective July 31.

Rogers, who received an MBA at Bowling Green in 1981, is associate dean and director for academic programs in Portland State University's School of Business Administration. A native of Kenton, Ohio, he earned a bachelor's degree in 1980 from Ohio Northern University, and completed a doctorate in accountancy at Case Western Reserve University in 1996.

As associate dean at Portland state and a member of the accounting faculty since 1995, he has led curriculum revisions, established new programs, and boosted private support for the school.

His accomplishments include major revision and implementation of the master of business administration program, creation of an honors program for undergraduate business students, revision of the master of science in financial analysis, and reorganization of student-services areas. He also helped establish several faculty fellowships and was responsible for more than tripling annual giving to the accounting program between 2000 and 2005.

Rogers was a visiting research fellow at the Cranfield School of Management in the United Kingdom from 2001-04, and a visiting faculty member at EuroMed-Marseille, Ecole de Management, in Marseille, France, during the summers of 2003, 2004, and 2005.

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Before moving to Portland, he taught at Case Western and Ohio Northern universities, and from 1981-91 was a certified public accountant.

### Ray Whittington Appointed Dean of DePaul University's Business School



DePaul University's College of Commerce and Kellstadt Graduate School of Business has promoted Ray Whittington to dean of the Chicago business school.

Whittington, of Winnetka, Ill., joined DePaul's faculty nine years ago to direct its accounting and management information school. He has served as interim dean since November, replacing Arthur Kraft, who left DePaul to assume the deanship of George L. Argyros School of Business and Economics at Chapman University in Orange County, Calif.

"Our priorities for the college include expanding partnerships with the Chicago business community to provide part-time education to their employees, while further establishing DePaul as a source for high-quality interns and new hires," Whittington said. "We also plan to reach out to DePaul's extensive alumni network with life-long learning opportunities."

Whittington brings academic leadership, research, and industry practitioner experience to the role of dean. He successfully implemented curricula changes in the accounting school and strengthened the school's relationships with prominent accounting firms that hire DePaul graduates. This academic year the number of undergraduate students majoring in accountancy jumped 37 percent compared to the previous year.

Before coming to DePaul, Whittington served from 1993-1997 as director of the School of Accountancy at San Diego State University, where he taught for 14 years and earned three outstanding professor awards. He previously was director of auditing research for the American Institute of Certified Public Accountants and vice chair for its Auditing Standards Board. He also is a former senior auditor for KPMG Peat Marwick, the author of four textbooks and numerous articles on accounting for magazines and journals.

### Ebeid New Dean at Wisconsin-Parkside after 36 Years at Western Illinois

Fred J. Ebeid has been named the dean of the School of Business and Technology at the University of Wisconsin-Parkside. Ebeid joins the school after previously serving as dean of the business school at Western Illinois University.

During Ebeid's 36 years at Western Illinois, he received a number of awards and honors, published articles on financial and international topics, and presented at regional, national, and international conferences. He also has written grant proposals for global



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education opportunities and has been active and in the development of international exchange programs and consortia to promote faculty collaboration among universities in Russia, France, Canada, Mexico, and the United States.

Prior to working in higher education, he worked for General Motors Corporation, Cadillac Motor Car Division, in accounting and financial analysis. His educational background includes a PhD in finance from the University of Illinois at Champaign-Urbana, an MBA from Wayne State University, and a bachelor's degree from the University of Michigan at Dearborn.

### **New Presidents Named at Audencia Nantes School of Management**



A new president has been announced at the Audencia Nantes School of Management, while the school's dean has been named president of a European consortium of business schools.

Gérard Estival, vice president of the Nantes Chamber of Commerce and Industry, has been named president of Audencia Nantes. Estival succeeds Jean-François Moulin, who spent 12 years in the position and remains a member of the school's board of directors.



Jean-Pierre Helfer, dean of Audencia Nantes, has been appointed president of the pan-European consortium of business schools that offers the Euro MBA distance-learning program. Helfer, appointed in May at an event in Barcelona to mark the 10th anniversary of the Euro MBA program, succeeds David Parcerisas of EADA, Barcelona.

**BRIEFLY—Hervé Crès** has been named associate dean of Master of Science in Management (Grande Ecole) Program at **HEC Paris**) ... **Mary F. Hazeldine** has been appointed associate dean of the college of Business Administration at **Georgia Southern University** (USA) ... **James S. Cross** has been appointed interim dean of the College of Business and Economics at **Longwood University** (USA) ... **Valérie Claude-Gaudillat** has been named director of MBA programs at **Audencia Nantes School of Management** (France) ... **Jillian Schuster** has been named business dean at **Hamline University** ... Economist **David Audretsch** has accepted the position of Henry W. Bloch/Missouri Endowed Chair in Entrepreneurship and Innovation at the **University of Missouri-Kansas City** ... **Grant E. Isaac** is the new dean of the College of Commerce at the **University of Saskatchewan** ... **Dan P. Holingsworth** has been named interim dean of the College of Business and Industry at **Mississippi State University** ... **Stanley E. Jenne** is the new dean for the School of Business at **Utah Valley State College** ... **Andrew L. Turner** has been named dean for the School of Business at **Pacific Lutheran University** ... **Salvatore F. Sodano** is the new dean of the Frank G. Zarb School of Business at **Hofstra University** ... **Denise D. Schoenbachler** is the new dean of the College of Business at **Northern Illinois University** ... **Gary Waissi** has been named dean of the **School of Global Management and Leadership** at Arizona State University ... **William J. Tallon** has been named dean of the Gordon Ford College of Business at **Western Kentucky University** ... **Chris McKenna** has been named interim dean of the College of

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Management & Economics at the **University of Guelph** ... **Gary Howard Schroeder** has been named interim dean of the Business School at **Edgewood College**.

**APPOINTMENTS****Capitol One Consultant to Head Leadership Institute at University of Georgia**

A 20-year veteran of leadership development and executive coaching has been named director of the Institute for Leadership Advancement at the Terry College of Business. Dale E. Gauthreaux, who also has been an adjunct faculty member at the University of Richmond, is a founding partner of Accelerated Growth Resources (AGR), a leadership training and organizational effectiveness consulting firm.

Established six years ago as a multidisciplinary academic unit, the institute creates and promotes knowledge about leadership and to use that knowledge to develop leaders who enhance the performance of their organizations and communities.

Since 2000, Gauthreaux has been a consultant and senior manager in the human resources and organizational effectiveness units of Capital One Services Inc., a wholly-owned subsidiary of Capital One Financial Corp., a Fortune 200 corporation.

Gathreaux succeeds interim director Christopher Cornwell, who will continue as director of the institute's Bebe and Earl Leonard Leadership Scholars Program.

**BRIEFLY – Peter J. Shedd** has been named director of the full-time MBA program at the **University of Georgia's Terry College of Business**, succeeding Melvin R. Crask who will serve as interim associate dean for academic programs.

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### AWARDS

#### SHRM Human Resources Award Presented to University of Toronto's Gary Latham

A professor at the Rotman School of Management has won the 2006 Michael R. Losey Human Resource Research Award, presented recently at the 58th annual conference of the Society for Human Resource Management (SHRM) in Washington, D.C.

The award recognizes human resource researchers or professionals whose contributions significantly advance the field of human resource management, as well as major research accomplishments.

Latham has notably influenced four areas in human resource management: selection, performance appraisal/management, training, and motivation. He has led research on situational interviews and devised the concept of behavioral observation scales for evaluating employee performance. He also pioneered the use of goal setting and social cognitive theory for training programs, and has carried out groundbreaking research on goal setting with a variety of groups.

Latham's research includes more than 140 published studies, five books, and several cassettes and videos. He received his bachelor's degree from Dalhousie University, his master's degree from Georgia Tech and his PhD in psychology from the University of Akron.

#### Eller College of Management Professor Earns Psychology Society's Highest Honor



The University of Arizona's Stephen Gilliland has been elected a Fellow in the Society for Industrial and Organizational Psychology (SIOP), the organization's highest award.

Gilliland, the Arnold Lesk Chair in Leadership and Head of the Management and Policy Department, earned his doctorate from Michigan State University in 1992, joined the Arizona faculty in 1995, and served as vice dean from 2001 until 2004. He taught an array of courses in human resource management and business strategy, and developed a new course on social entrepreneurship, where students use business skills to address social and environmental issues.

"Dr. Gilliland exemplifies all that we seek in a faculty member," said Paul Portney, dean of the college. "He not only is an active researcher and a prolific writer; he is an excellent teacher, as well, having earned The University of Arizona Department of Management and Policy Outstanding Undergraduate Teacher Award in both 1996 and 1998."

Gilliland has published more than 40 articles, with many appearing in top-tier journals. He has edited four books in the series *Research in Social Issues in Management* and has served on the editorial boards of the *Journal of Applied Psychology*, *Personnel Psychology*, and the *Academy of Management Journal*. His frequent consulting work, more than half of which is performed pro bono for nonprofit organizations, is devoted to putting his research findings into practice.

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The Society for Industrial and Organizational Psychology was established in 1982 and its members are dedicated to applying psychology to people in the workplace.

**NEW MEMBERS****S.P. Jain Institute of Management & Research**

Munshi Nagar, Dadabhai Road, Andheri West  
Mumbai 400 058  
India  
Web site: <http://www.spjimr.org>

Autonomous and not affiliated with any university, the institute strives to utilize academic freedom to develop trend-setting educational programs and pedagogic processes with long-term benefits for all stakeholders. Located in the midst of luxuriant foliage, its own botanical garden, and a soothing lake, the campus is located in the bustling metropolis of Mumbai.

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**NEW PROGRAMS****Latin American Business Ventures to Benefit from Babson-Tec de Monterrey Partnership**

Babson College has joined with Tec de Monterrey in Mexico in a partnership designed to nurture successful business ventures in Latin America.

Participants in “The New Business Generation Initiative” will have the opportunity to take advantage of Tec de Monterrey’s diverse engineering, scientific, and social academic programs, as well as gain knowledge from Babson’s emphasis on entrepreneurship. Faculty from both institutions will teach graduate-level courses in areas of marketing, finance and accounting, product supply, strategy and technology, and venture capital.

Students will develop new business ideas and work toward the goal of launching a new business while receiving support from the experienced professionals and entrepreneurs from Babson and Tec de Monterrey.

**Accelerated Program Cuts Time for Earning MBA at St. Mary’s University in Texas**

Business professionals this fall will have the opportunity to earn their MBA in less than half the time of a traditional MBA program. The accelerated MBA Program, offered through the Bill Greehey School of Business, will take 12 months to complete instead of the usual two to three years required for a part-time student.

Entering the program requires a student to meet higher standards, including having previous appropriate work experience, as well as increased GMAT requirements.

The one-year MBA program will offer concentrations in general management, professional accountancy, and financial planning.

St. Mary’s Bill Greehey School of Business was dedicated last spring in honor of Bill Greehey, chairman of the board of Valero Energy Corp., who presented the university with an unprecedented gift of \$25 million.

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**SURVEY NEWS****Record Participation Expected for AACSB's Business School Questionnaire**

More than 600 business schools worldwide are expected to complete the AACSB International Business School Questionnaire (BSQ). Now in its six year, the annual survey collects data on the mission, characteristics, faculty, students, finances, and programs of AACSB member business schools. Data are used to support AACSB accreditation, provide search profiles of member schools online, help schools with benchmarking for planning and decision making, and support ongoing research on business education. Standardized and custom reports from these data are available through AACSB International's DATADIRECT service. If your school has not yet submitted annual data, contact [knowledge.services@aacsb.edu](mailto:knowledge.services@aacsb.edu) or visit [www.aacsb.edu/knowledgeservices](http://www.aacsb.edu/knowledgeservices) for more information.

**Aspen Institute's Beyond Grey Pinstripes 2007 Survey**

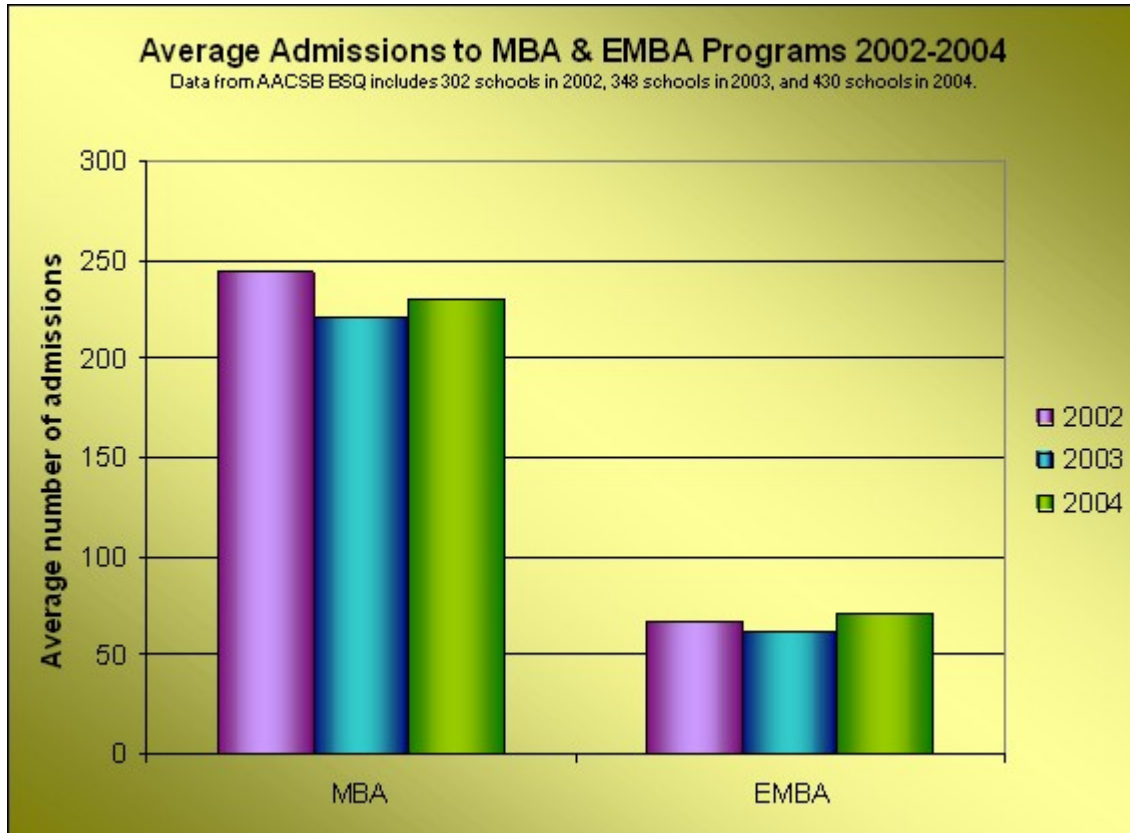
Get an inside look at the next edition of the *Beyond Grey Pinstripes* research survey and alternative ranking of full-time MBA programs. The survey seeks to identify all classroom teaching, faculty research, and extracurricular activities that are related to the **social and environmental impacts of mainstream business**. Representatives from AACSB-accredited institutions are invited to **participate in a Web Conference at 10am EST August 8 or 5pm EST August 9** (RSVP to: [kate.heiny@aspennst.org](mailto:kate.heiny@aspennst.org)). For more information, visit [www.BeyondGreyPinstripes.org](http://www.BeyondGreyPinstripes.org).

**2005-2006 Accounting Programs Questionnaire**

The survey for all schools with Accounting Accreditation currently is under way and the deadline now has been extended to August 1, 2006. The purpose of the Accounting Programs Questionnaire (APQ) is to collect data to support the maintenance of AACSB International accreditation. All institutions with [AACSB accounting accreditation](#) are invited and expected to complete this survey. The data also will be used to provide accounting programs with benchmarking data for planning and decision making, study trends, and promote accounting programs to students and employers.

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