

# Headlines

## CEO Survey Measures Confidence

Despite the debacles of Enron, WorldCom, and others, almost 75 percent of CEOs say they still have high confidence in the accuracy of results provided by external auditors. That number comes from a new survey of 130 chief executives from some of the nation's 1,000 largest firms con-

ducted by The Gallup Organization and the Yale School of Management, New Haven, Connecticut. The CEO survey additionally measures an array of governance and leadership issues such as CEOs' confidence in their own businesses, people, and acquisitions; confidence in the national economic system; and confidence in national defense.

The survey found that those CEOs who fail to invest in their existing infrastructure in favor of frequent acquisitions tend to be more likely to feel that great leaders are born that way. However, most CEOs believe that great leadership is developed over time.

The survey also showed that as many as a quarter of the polled top executives do not feel that their boards understand the firms they are overseeing. In addition, the CEOs stated that they trust the integrity more than the competence of their own top management. Also, these CEOs are twice as likely to be planning major investments in their staffing than in their technology in the coming year. While confident in

their own firms' prospects in the coming year, few feel confidence in the nation's energy, communications, and healthcare industries.

Jeffrey Sonnenfeld, associate dean of the Yale School of Management commented, "The motives of the once admired and now widely discredited 'serial acquirers' are revealed in this survey. Rather than being driven by business opportunities or

superior strategic vision, the CEOs who build through acquisitions instead of investment in their current businesses seem to be driven by hubris. It is also stunning to see how many CEOs lack confidence in their boards, financial reporting, and even their own management teams. This seems to be an era for many CEOs to rethink their reliance upon their immediate associates."

## Entrepreneurs Back Off

The economic recession and lingering effects of the dot-com crash have made potential entrepreneurs wary of starting new ventures. In fact, entrepreneurial activity in the U.S. plunged 30 percent last year, to 11.7 percent of adults who are involved in a business less than four years old. Entrepreneurship is expected to make a strong comeback later in the year, although only one in three adults believe that good opportunities will develop over the next six months. "Global Entrepreneurship Monitor 2002 National Entrepreneurship Assessment for the United States of America," a recent study conducted by Bab-

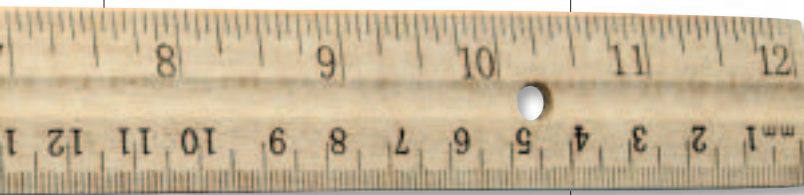
son College and the Kauffman Center for Entrepreneurship, disclosed these and other trends.

The GEM report predicts that other companies backed by venture capital will close their doors soon as some of the younger, less successful venture capital firms shut down, and established companies choose not to invest in seed-stage companies. Despite the bleakness of this picture, the report does offer good news, noting that informal angel investing amounted to \$129.2 billion last year.

Other positive signs also bode well for the recovery of entrepreneurial activity, including the high percentage of older entrepreneurs with deep industry experience and more personal capital; the high ratio of women involved in entrepreneurial activities; a generally positive attitude toward the government and its regulations; and business training that fosters personal initiative and

explicitly teaches entrepreneurship.

More information is available on the Kauffman Center's Web site at [www.entreworld.org](http://www.entreworld.org).



## Case Competition Highlights Social Responsibility

**J.P. Morgan Chase has established The Walter V. Shipley Business Leadership Case Competition** in which students at leading business schools will dissect a business problem laced with ethical, social, and political issues. The competition is named in honor of the retired chairman of the board of The Chase Manhattan Corporation and The Chase Manhattan Bank.

The firm awarded a \$1 million grant to Aspen Initiative's Institute for Social Innovation through Business to design and implement the competition. Aspen ISIB's mission is to increase the supply of business leaders who understand the relationship between business success and social and environmental progress.

This year's competition centered on the large capital construction project currently under way on the African continent, the Chad-Cameroon Petroleum Development and Pipeline Project. Students were asked to play the roles of the World Bank Board of Directors and decide whether or not they would fund this complex project. Environmental and social impact issues, as well as possible political and humanitarian consequences, had to be analyzed. Students also had to consider how to ensure that the project's revenues would not be used to buy weapons, but to benefit the citizens of the country.

Competing were 45 teams from Columbia University's Graduate School of Business, The Stern School of Business at New York University, and The Wharton School at the University of Pennsylvania. Top honors went to a team from Stern, which won a \$20,000 prize.



## Top Business Associations Join Forces

**AACSB International—The Association to Advance Collegiate Schools of Business** and the European Foundation for Management Development (efmd) have entered into an agreement that will enhance the effectiveness of both organizations in addressing critical issues facing the field.

Information gathering will be one of the most important aspects of the collaboration, which began July 1. According to Eric Cornuel, director general of efmd, "Our members are always looking for data about business school demographics, salaries, and programs, among other things.

We plan to jointly publish global findings once a year."

AACSB and efmd have agreed to:

- Hold at least one jointly sponsored seminar each year for new business school deans, beginning in 2003.
- Pursue opportunities for jointly sponsored conferences once every two years.
- Publish articles in each other's newsletters.
- Collaborate on a data-gathering project and jointly publish the findings.
- Cooperate in other initiatives to improve management education worldwide.

"This alliance will enhance AACSB International's globalization efforts," said John Fernandes, president and CEO of AACSB. "Both organizations are committed to helping business schools provide the very best education possible in the field of management. Together, we can begin to look for ways to make this education process more meaningful across boundaries."

## An Indian FEAST

India will be hosting its first international Forum of Educators and Scholars of Tourism (FEAST) October 11 to 13 at Chandigarh. B.K. Goswami serves as the president of FEAST, which has no membership fee. Presently, the organization has more than 250 members worldwide, all of them educators and scholars on tourism, hospitality, the international service industry, and event management. As the organization plans its first convention in India, it is looking for contact information on professors and scholars who can make substantial contributions to the process of global tourism education. More information can be found at [www.feastindia.com](http://www.feastindia.com).





## Program Preps Minorities for MBAs

**Management Leadership for Tomorrow (MLT)**, a New York-based nonprofit organization, and the Yale School of Management recently announced a partnership to launch a new MBA Preparation Program to increase success rates for minority applicants and expand minority representation at graduate business schools worldwide.

The Pre-MBA Preparation program is one of three new MLT initiatives that have resulted from a 2001 research and strategic planning study with the Boston Consulting Group, a

management consulting firm. The study concluded that African Americans, Latinos, and Native Americans are significantly underrepresented at the top 50 MBA programs relative to their presence at both leading undergraduate schools and other graduate programs, such as medical and law schools. These three groups represent approximately six percent of all students at the top 50 MBA programs, whereas they make up 14 percent of all bachelor's degrees awarded at the nation's top 100 colleges, and 12 percent and 13 percent of all students at top 50 medical and law schools, respectively. The study also concluded

that minorities, especially African Americans, are less successful in the MBA application process than non-minority applicants, due in part to lower average GMAT test scores and undergraduate GPAs, as well as less

## INNOVATIONS

### IBM Takes MBAs to Extremes

**While many corporations hire business students as summer interns**—exposing students to the realities of the work world and allowing executives to get some extra help on back-burner projects—IBM has turned summer interns into developers of new product technology.

The company's Extreme Blue program pairs top business and computer science students with executives at IBM and encourages them to develop new technologies that can be taken quickly to market. IBM gives these interns access to the company's most advanced tools and technology.

Three recent Extreme Blue project teams produced an array of innovations:

- A team composed of students from MIT, Stanford, and Duke helped develop a new technology called SashXB, a framework to develop new Linux applications for the

desktop. IBM has released the students' work as open-source code on the [www.gnome.org](http://www.gnome.org) Web site.

- A second team worked on a piece of software code called iSCSI (Internet Small Computer System Interface), a growing standard for moving and accessing data over the Internet. The students' code is now being shipped in an IBM IP Storage 200i appliance.

- Another team of students developed Internet software that helps to diminish some of the frustrations of callers who are put on hold. Callers can take advantage of special features such as self-service menus or make other calls without losing their place in line for a live agent.

Company executives believe the Extreme Blue program is delivering high-caliber results because the students are working in interdisciplinary groups alongside seasoned IBM personnel. A typical team might consist of three or four software develop-

ment interns, an MBA intern, and a business and technical mentor from IBM, who guides them to the appropriate IBM resources. While the development interns write the code, the MBA works on the business case and market analysis for the project.

The program is popular with both students and executives. "We're working on real projects and real challenges, and we're also getting a lot of exposure to some of the top people in the tech industry," says Alan Pentz, an MBA student at McCombs School of Business, University of Texas at Austin. He participated in Extreme Blue during 2001.

"Extreme Blue provides an environment where creative ideas from these fresh new minds come together with our most experienced people here at IBM," says John Wolpert, an Extreme Blue manager.

The program also has a positive effect on the hiring activities of the



## AFRICAN AMERICANS, LATINOS, AND NATIVE AMERICANS ARE SIGNIFICANTLY UNDERREPRESENTED AT THE TOP 50 MBA PROGRAMS RELATIVE TO THEIR PRESENCE AT OTHER GRADUATE PROGRAMS, SUCH AS MEDICAL AND LAW SCHOOLS.

savvy application strategies and essay submissions.

With an initial group of 75 participants who plan to apply to business schools in the fall of 2003, the MBA Preparation program features two instructional seminars on the Yale School of Management campus in New Haven, Connecticut. Investment bank Credit Suisse First Boston sponsored the first event last summer. Admissions officers from MBA programs at Yale, University of California-Berkeley, Cornell University, New York University, and Stanford University helped participants assess their strengths and weaknesses. They also

whole corporation, these executives believe. By developing a highly skilled group of business and computer science students, IBM improves its ability to attract and retain new talent. The activities of the student teams, meanwhile, strengthen IBM's ability to turn emerging technologies into real ventures.

The Extreme Blue program started in 1999, originally recruiting just 25 computer science and engineering students to work at the IBM Lotus lab in Cambridge, Massachusetts. Today, more than 100 students participate in IBM's Extreme Blue program each summer. They work at locations in Cambridge; Austin, Texas; Almaden, California; Raleigh, North Carolina; Böblingen, Germany; Haifa Lab, Israel; Hursley Lab, England; Uithoorn, Amsterdam; Zurich, Switzerland; and Beijing, China.

More information about the program is available on the company's Web site at [ibm.com/extremeblue](http://ibm.com/extremeblue).

detailed the critical elements of the application process and developed six-to-nine-month action plans leading to their application submissions. MLT staff and MBA volunteers also provided participants with counseling during the summer and fall to ensure successful completion of their application process. Areas of focus included GMAT preparation, essay and interview planning, leadership development, quantitative coursework, and MBA program research.

### NUS Allies with Chinese Business Schools

The National University of Singapore recently announced it has established strategic alliances with premier Chinese universities to promote its international master of business administration (IMBA) program, one of the first programs to be conducted in both English and Chinese. Corporate sponsors from China, Hong Kong, Malaysia, and Singapore have contributed nearly \$1 million to fund study awards in the IMBA program.

The school has established student exchange programs with Xi'an Jiaotong University's School of Management and Fudan University's School of Management. The program is designed to allow students to spend half a year in China as part of the two-year program. NUS seeks to enroll 50 to 60 students annually in the IMBA program.

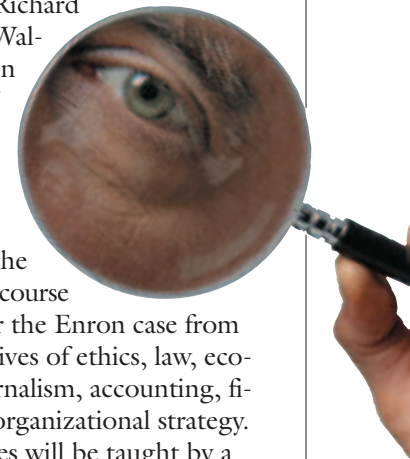
In addition, NUS has established strategic partnerships with Peking University and Tsinghua University in China, bringing them aboard as partners in education and research. More schools are expected to ally with NUS as it expands its outreach in China.

### MBA to Study Enron

Responding to the increased interest in business ethics and management practices, the University of California-Irvine Graduate School of Management is offering an interdisciplinary MBA course, "The Enron Case," in fall 2002. The course is organized by Richard McKenzie, Walter B. Gerken Professor of Enterprise and Society, and is open to all MBA students at the school. The course will consider the Enron case from the perspectives of ethics, law, economics, journalism, accounting, finance, and organizational strategy.

The classes will be taught by a Rand Corporation economist who specializes in energy economics; a *Wall Street Journal* reporter who has been covering the case; the school's accounting, strategy, and finance professors; a Chapman University business ethics professor; and a federal prosecutor and a defense attorney who specialize in Enron-type cases. The Enron whistleblower Sherron Watkins also will give a public lecture and discuss her points with the class. Each class often will be preceded by a dinner with selected students meeting with the speaker.

Reading assignments include Internet-based written and video interviews with Enron executives and analysts at the Darden School at the University of Virginia. Most lectures will be carried live over the Internet, McKenzie said. Taped lectures will be available worldwide on the Internet within hours after each class.



## ■ New Building for U of C

The University of Chicago recently broke ground on a new \$125 million complex for its Graduate School of Business. The 415,000-square-foot facility will replace four buildings the business school now occupies on the university's main campus. It is scheduled for completion in fall 2004.

The modern new complex will incorporate the latest innovations in teaching methods and student learning, creating a collaborative environment that facilitates spontaneous student interaction. It will be 60 percent larger than the school's current facilities and feature 18 classrooms for MBA and Ph.D. students, 34 group study rooms, and 36 interview rooms where corporate recruiters will meet with students. It also will include 167 faculty offices, a student lounge, three outdoor ter-



aces, and a winter garden atrium.

The new building is the cornerstone of the school's \$250 million capital campaign and part of the \$2 billion Chicago Initiative fund-raising campaign of the University of Chicago. The leading gift was a \$25 million contribution from Dennis Keller, a 1968 alumnus of the business school.

## ■ Schools Achieve Accreditation

A number of schools recently have achieved first-time accreditation or reaccreditation in business and accounting through AACSB International.

The institutions newly accredited in business are: Birmingham-Southern College in Alabama; Emporia State University in Kansas; Henley Management College, Oxfordshire, England; Instituto de Empresa, Madrid; Universiteit Maastricht, The Netherlands; Manchester Business School, England; Memorial University of Newfoundland in St. John's; Monterey Institute of International Studies in California; Northern Michigan University in Marquette; State University of New York College at Geneseo; The University of Texas at Dallas; Texas A&M International University in Laredo; and Tilburg University, The Netherlands.

Institutions newly accredited in accounting are: Belmont University, Nashville, Tennessee; Morgan State University, Baltimore, Maryland; The University of Texas at Dallas; and the University of North Carolina at Greensboro.

Schools that have reaffirmed business accreditation are: University of

## Educators in the News

With reports about big business failures and stock market turnarounds leading off the news almost every night, management education professionals have been in high demand as sources of expert information. One such expert recently called to offer her point of view is the chair-elect of AACSB International's Board of Directors, Carolyn Y. Woo. Woo is also dean of the University of Notre Dame's Mendoza College of Business in South Bend, Indiana.

In an appearance on the "The NewsHour with Jim Lehrer" July 9, Woo was interviewed by correspondent Gwen Hill for her reaction to President George Bush's speech that day on corporate responsibility. While Woo praised Bush's list of recommendations, she warned that systems reform takes a long time and can get bogged down in debate. Nonetheless, she expected corporate leaders to welcome Bush's proposals and recognize that they had "a lot of teeth."

Woo also noted that the SEC, while taking the first step of adding personnel to help it enforce laws, also needs to consider whether current accounting standards allow investors to assess real risks. She said, "If there is a risk which is material, we need to disclose that to the investor and to the public. I think that requires an overall change in the approach and philosophy of what our accounting standards are supposed to accomplish."

In addition, Woo appeared on CNN during a July telecast. She was interviewed about trends in female business school enrollment in MBA programs.

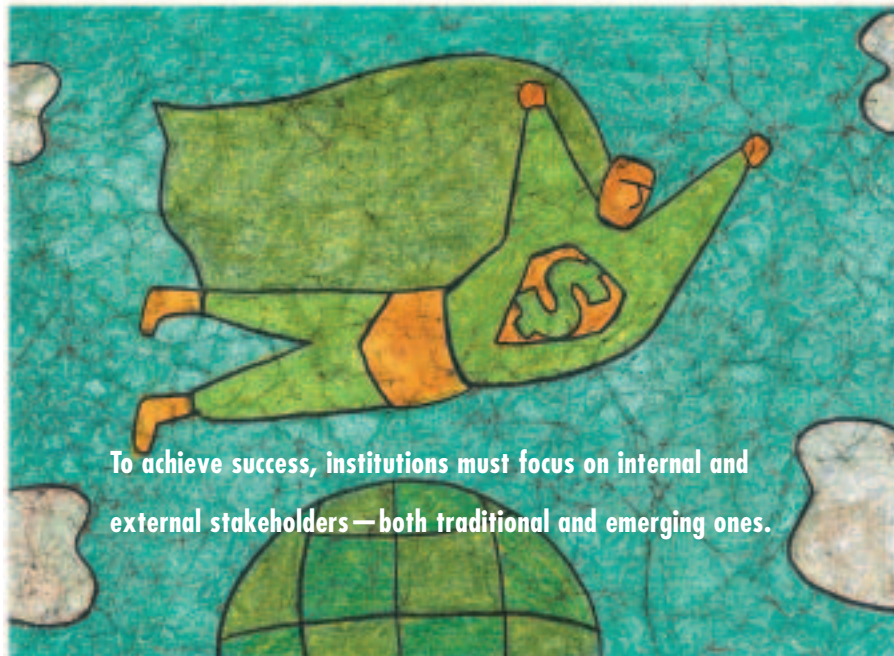


Alabama at Birmingham; University of Cincinnati in Ohio; Clark University, Worcester, Massachusetts; Creighton University, Omaha, Nebraska; Illinois State University in Normal; University of Kentucky in Lexington; University of Miami, Coral Gables, Florida; University of Minnesota in Minneapolis; Mississippi State University in Mississippi State; University of Missouri in Columbia; University of Missouri in Kansas City; The University of North Carolina in Charlotte; The University of South Carolina in Columbia; and Wayne State University, Detroit, Michigan.

Schools that have completed business accreditation maintenance are: Boston University in Massachusetts; Brigham Young University, Provo, Utah; University of California in Berkeley; Indiana University in Bloomington; Rollins College, Winter Park, Florida; and University of Tennessee at Knoxville.

Schools that have reaffirmed their accounting accreditation are: University of Alabama at Birmingham; Boise State University in Idaho; Creighton University; Howard University, Washington, D.C.; Illinois State University; James Madison University, Harrisonburg, Virginia; University of Kentucky; Marquette University in Milwaukee, Wisconsin; University of Miami; University of Mississippi, University, Mississippi; Mississippi State University; University of Missouri at Columbia; and University of North Carolina at Charlotte.

Schools that have achieved accounting accreditation maintenance are: Brigham Young University; University of Tennessee at Knoxville; Wake Forest University-Calloway, Winston-Salem, North Carolina; and University of Wisconsin in Madison.



## efmd Examines Global Responsibility

The concept of "global responsibility" came under scrutiny at the Global Forum on Management Education earlier this year, and the General Assembly of the European Foundation for Management Development (efmd) has produced a manifesto on its interpretations of the term. In its manifesto, the Assembly acknowledged that future prosperity of schools and businesses depends on sound development of society; that globalization is having a huge impact on all these institutions and posing both challenges and opportunities; and that, to achieve success, institutions must focus on internal and external stakeholders—both traditional and emerging ones.

The Assembly also listed a range of international phenomena, noting that Europe has a role to play on the global stage and that management educators can contribute to globalization and the search for sustainable development. The Assembly then considered efmd's role in the global

development of management education. It invited the efmd's President's Task Force to create initiatives aimed at developing a globally responsible code as part of efmd's mission statement and to support its members in creating new capabilities that will help managers and leaders become more globally responsible. The Assembly also recommended that efmd partner with other organizations on issues of global responsibility and include global responsibility as a major thrust in management education.

## An Academy for Corporate Responsibility

Business leaders and academics are teaming up to found the European Academy of Business in Society, a joint research project that attempts to prove to the European business community that corporate social responsibility makes good business sense. Among the participating business schools are INSEAD, Cranfield University, ESADE, and Ashridge. Also involved in the project are more than a dozen major multinational companies, in-

cluding Shell, Johnson & Johnson, Levi's, Danone, and Caisse des Dépôts et Consignations.

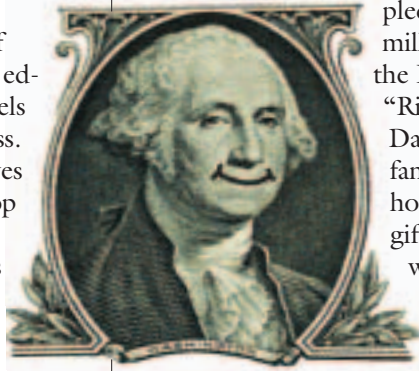
The Academy's goal is to be a world-class reference point to drive corporate social responsibility (CSR) into the mainstream of business practice, theory, and education, and to enhance models for sustainable business success. The Academy's three objectives are: to encourage Europe's top schools to integrate social responsibility into core business education; to create a "global research bank" of interdisciplinary research; and to offer training to Europe's top managers.

The European Academy of Business in Society is part of the wider European Business Campaign on Corporate Social Responsibility, which aims to mobilize over half a million businesspeople and other stakeholders on CSR over the next three years. By 2005, this campaign—created in response to the 2000 Lisbon Summit for heads of state—will present to the European Union its main outcomes and recommendations as a key contribution to Europe's Strategic Goal 2010.

"We need to move from a time of raising awareness—which led us to give more notoriety to CSR—to a time of stronger justification—which will provide us with the necessary credibility for CSR," said Viscount Etienne Davignon, Chair of CSR Europe and Vice-Chair Société Générale de Belgique. "The greatest critique of MBA training at the moment is that it is out of date. If teaching on CSR doesn't come in a fairly short time, businesses will lose interest—not in the topic, but in the business schools."

## GW Receives \$5 Million Gift

The George Washington University in Washington, D.C., has announced a



pledge of \$5 million from the Henry "Ric" and Dawn Duques family. In honor of this gift, GW will name its new business school

building the Ric and Dawn Duques Hall. The new business school com-

plex will be a 167,000-square-foot addition to the existing Fungler Hall. The gift was publicly announced at the graduation celebration for the School of Business and Public Management.

GW will break ground on the business school project in the fall. Occupancy is planned for late fall 2004 or early 2005. The business school complex will include high-tech classrooms, team rooms, a career center, an executive conference center, and computer labs. Additionally, Duques Hall will include a Capital Markets Room, where students can access real-time quotes and use proprietary software and financial information systems.

## SHORT TAKES

■ Longwood College of Farmville, Virginia, was recently designated **Longwood University** and its School of Business and Economics is now the College of Business and Economics. The AACSB-accredited business school is currently developing an MBA program.

■ **J. Wil Foppen** has been appointed director of the new Graduate School of International Management and associate dean of the faculty of economics and business administration at the Universiteit Maastricht in The Netherlands. He will hold a full professorship in leadership.



■ **Florida International University's** College of Business Administration in Miami, Florida, has unveiled a new International Business Honors Pro-

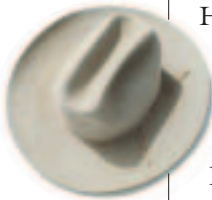
gram to be launched in August. Enrollment will be limited to about 30 students per year. Students will choose to study a region and its corresponding language while they learn business techniques. Students will also attend functions with executives from Miami's multinational business community.

■ In other news from FIU, **Felix Pomeranz**, a professor in the school of accounting in the College of Business Administration, has been named a founder of the Afghan Institute of Accounting. Other founders named were Abdul Wasay Haqiqi, a former advisor to the Afghan Prime Minister and senior advisor for domestic affairs in Afghanistan, and Anway-ul-haz, general manager of the International Medical Corporation. In his new role, Pomeranz will help shape the Institute's policies and procedures, establish accounting and auditing practices, define the role of Afghan accountants, and promote and en-

courage quality and professionalism within the accounting field. The institute will be located in Kabul.

■ **George W. Gau** has been named dean of the McCombs School of Business at The University of Texas at Austin. Gau was appointed dean after ten years as chair of the finance department, where he pioneered a series of research centers bringing together the interests of students, faculty, and corporations. Under his stewardship, programs such as the AIM Investment Center, the Center for Energy Finance Education and Research, and the EDS Financial Trading and Technology Center brought new opportunities to Texas students. Gau started his new duties this summer.

■ The Dingman Center for Entrepreneurship at the **University of Maryland's** Robert H. Smith School of Business in College Park, Maryland,



announced that the center's New Markets Growth Fund has received a \$250,000 grant from the Federal Home Loan Bank of Atlanta. The grant will be used to provide technical assistance to start-up companies that receive venture capital from the New Markets Growth Fund, which targets small businesses in economically distressed parts of Maryland, Virginia, and Washington, D.C. The fund, which will make \$20 million in venture money available to these businesses, is part of the New Markets Venture Capital program administered by the U.S. Small Business Administration.

■ **Jone Pearce** has been named interim dean of the University of California-Irvine Graduate School of Management, where she is professor of organization and strategy. She has appointed Mary Gilly, professor of marketing, to be vice dean for academic affairs; and Joanna Ho, associate professor of accounting, to be

vice dean for educational programs. "This may be the first case of a co-ed business school headed by a triumvirate of women," said Pearce, who joined the GSM faculty in 1979.

■ **Singapore Management University** has announced winners in its inaugural Lee Kuan Yew Global Business Plan Competition. A team from University of Madison-Wisconsin won the top prize of \$20,000; the University of Manitoba won second place and a prize of \$15,000; and a team from Purdue University won third prize and \$10,000. Venture capitalists were invited to attend the presentations and to fund the winning projects. Singapore's Economic Development board will match any investment money generated if the start-up is physically located in Singapore. The final six teams were from universities in the U.S., Canada, Aus-



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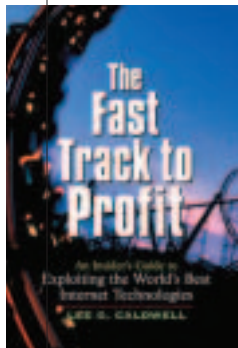
## SHORT TAKES

tralia, Indonesia, and Singapore. More than 200 teams submitted entries to the competition, one of the first international competitions to be organized at the undergraduate level. Major sponsors included Citigroup, Cisco Systems, Egon Zehnder International, Government of Singapore Investment Corporation, and Shangri-La Hotel Singapore. Other supporters were the Economic Development Board and the Infocomm Development Authority.

Practicum was awarded the North American Small Business International Trade Educators' 2002 Program Excellence Award. The program brings together students, faculty, and mentors from Fox, Institut de Gestion Sociale in France, the Ben-Gurion University of the Negev's School of Management in Israel, and, starting next year, the Welingkars Institute of Management Development and Research in India. Cross-cultural student teams help high-tech start-up firms from around the world break into the U.S. and world markets.



■ Andy Nazarechuk, hotel professor at **University of Nevada in Las Vegas**, has been named an international tourism liaison by the state's Lieutenant Governor. He will hold that position during his one-year appointment to Zhejiang University in China, where he will teach courses in hospitality and tourism.



■ **Lee Caldwell**, formerly vice president and chief technology officer at Hewlett-Packard, has left that company. He plans to stay active in the field of management education, continuing his work with AACSB International, writing, and considering other positions. His book *The Fast Track to Profit* was published in late summer by Prentice Hall.

■ **Gail K. Naughton** has been named dean of the College of Business Administration at San Diego State University in California. Naughton, co-founder of Advanced Tissue Sciences, is the first female biotech entrepreneur to lead a major business program at a U.S. university. She joined the university in August.

■ The Fox School of Business and Management at **Temple University**, Philadelphia, Pennsylvania, announced that its Global Entrepreneurship in Technology Consulting

■ In other news from Temple, the Fox School has appointed **Robert F. Bonner** executive director of its MBA and MS programs. The school also named **Rudy Treichel** as executive director of its Innovation and Entrepreneurship Institute, and **Gary Fredericks** as director of its Center for Student Professional Development.



■ **William R. Dillon** and **Amna Kirmani**, both faculty members at the Cox School of Business at **Southern Methodist University** in Dallas, Texas, have received the 2002 Paul E. Green Award for "Understanding What's in a Brand Rating: A Model Assessing Brand and Attribute Effects and Their Relationship to Brand Equity." The annual award recognizes the *Journal of Marketing Research* article that demonstrates the greatest potential to contribute significantly to the practice of marketing research. Dillon is associate dean at Cox School of Business and the Herman W. Lay Professor of Marketing and Statistics. Kirmani is associate professor of marketing.



■ **Gary Lindblad** has become assistant dean and executive director of

the full-time, part-time, and combined MBA programs at the Joseph L. Rotman School of Management at the University of Toronto. Previously, Lindblad held positions at the Carlson School of Management in the University of Minnesota and the Anderson Graduate School of Management at the University of California in Los Angeles.

■ Two new appointments have been made at the Crummer Graduate School of Business at Rollins College in Winter Park, Florida. **Keith L. Whittingham** has been named associate dean of the school, with marketing and operational responsibility for all four of its MBA programs. Prior to joining Crummer, Whittingham spent seven years with AT&T, Lucent Technologies, Agere Systems, and Cirrent Semiconductor in engineering, strategic business development and human resources. He is a director of The Kelani Group, a local marketing and consulting organization.

In addition, **Daniel E. Montplaisir** has been named director of development. Montplaisir will direct the alumni, development and external relations initiatives of the school.

■ David M. Steele has been named dean of the Silberman College of Business of **Fairleigh Dickinson University** in Teaneck, New Jersey. He brings to Fairleigh Dickinson more than 30 years' experience in global business development, operations, and finance.

■ Two Eminent Scholar chairs have been created at the Coles College of Business at

**Kennesaw State University** in Georgia. Tim Mescon, dean of the Coles College of Business, has accepted the Tony and Jack Dinos Eminent Scholar Chair of Entrepreneurial Management. Joe Astrachan, director of the Cox Family Enterprise Center, assumes the Wachovia Eminent Scholar Chair of Family Business.



■ **The Grenoble Graduate School of Business** in France recently announced that it is developing an MSc in business intelligence with the support of SAS Institute. Last year, with the help of SAS, the school created a chair in business intelligence. The school also announced that professor of marketing Daniel Ray has received the Nepveu-Nivelle award for his book, *Mesurer et developper la satisfaction client*.

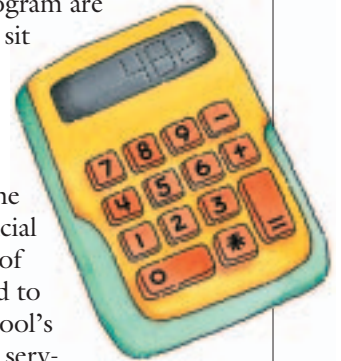
■ **Texas Christian University's** M. J. Neeley School of Business in Fort Worth, Texas, has partnered with the Universidad de las Americas in Puebla, Mexico, to enable students from both

schools to earn a master's in international management from TCU and the Maestría en Marketing y Negocios Internacionales from UDLA. The full-time program will begin in the fall. Students, who must be fluent in both Spanish and English, will take 20 credit hours at each university and complete a three-month internship in their non-native countries.



■ **Peter F. Drucker** recently received the Presidential Medal of Freedom from George W. Bush in a ceremony at the White House. President Bush said that Drucker's "determination to help our nonprofit and faith-based institutions carry out their desperately needed missions more effectively has made him one of the greatest management experts of our time."

■ Students who complete **Saint Joseph University's** master of science in financial services program are now eligible to sit for the CFP Certification Examination. The Board of Examiners of the Certified Financial Planner Board of Standards voted to register the school's MS in financial services through May 2005.



■ Former U.S. Senator **Carol Moseley Braun** has accepted a position as adjunct professor of management at DePaul University's College of Commerce and will teach business law to students in the university's MBA program beginning this fall. Her course "Legal Aspects of Business—Total Perspective for the Executive" will focus on corporate governance issues. ☑