

## eNEWSLINE

**John Fernandes, President and CEO**

### **AACSB International Affirms Commitment to Helping Schools Promote Accreditation**



Earned Excellence. The Best Business Schools in the World. This phrase, which captures the essence of what it means to be accredited by AACSB International, was introduced to the membership in April at the International Conference and Annual Meeting. The tagline was designed to be used in conjunction with the new accreditation seal and when discussing accreditation to your stakeholders, to better clarify the significance of this achievement.

Those of us in the industry clearly understand what accreditation is and what it implies; however, the general public may fail to differentiate between the various types of accreditation or understand the specialized nature of AACSB accreditation. Business school deans, faculty, and staff in AACSB accredited institutions must share the important responsibility to more thoroughly educate various stakeholders about our AACSB accreditation and what it means.

Since the association was founded in 1916, our accredited members have represented an elite, prestigious and discriminating group. Our founding members still stand among the leading business schools in the world. They should be proud of the role they played in developing an accreditation that requires continuous improvement, meeting or exceeding high standards, and then maintaining those standards over time.

AACSB accredited business schools often are far too passive in how our accreditation is promoted or discussed. Not talking about it is a risk that may lead potential customers straight to the unaccredited competition. In my conversations with b-school graduates, many ask me if his or her school is accredited by AACSB. If I can answer positively, you can almost see the relief in their expressions, followed by pride. But what a shame that many who hold undergraduate or graduate degrees in business don't know until years later whether or not their school was accredited and how it made their degree more valuable.

We all have a job to do. AACSB is committed to continuing to develop new materials to help you discuss just how important this achievement is to your institution. By mid-September we will provide new brochures targeted to the business community and prospective students. We will publish a recognition booklet that lists each and every accredited school, worldwide. Share these with your stakeholders and see how impressed they will be when they discover the kind of company in which you are included. We will soon distribute a power point presentation to the deans of all of our accredited schools (which you will be able to personalize) to use with advisory boards, business contacts, and community groups. We also are committed to reaching out to large constituent groups to educate them about AACSB accreditation. An example of this is our participation next month at one of the largest conventions for college admissions counselors, the National Association for College Admission Counseling (NACAC). AACSB will exhibit, distribute materials, and answer questions from attendees of the convention, which attracts nearly 5,000 annually.

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What else do you have to do? Be proud of your accomplishment and most importantly, do not hide it from those who will benefit from knowing. Talk about the rigors of AACSB accreditation and how your school is better because of it.

It's a good idea to reflect occasionally on the value propositions that represent your AACSB accreditation demands:

- Managing resources to achieve a vibrant and relevant mission.
- Advancing business and management knowledge through faculty scholarship.
- Providing high-caliber teaching and current curricula.
- Cultivating meaningful interaction between students and a qualified faculty.
- Producing graduates who have achieved specified learning goals.

Articulating these AACSB accreditation value propositions to stakeholders regularly will reinforce all other methods of communicating about your success. These are powerful messages. Use them as often as you can.

Our new seal conveys an impression of elite tradition and proud history. Our new tagline says it all: Earned Excellence. The Best Business Schools in the World. Take advantage of the seal, tagline, and all the other new resources being developed. Help boost the public perception of AACSB accreditation by becoming a proud ambassador.

To all of our yet-to-be accredited members, I urge you to seek AACSB accreditation with vigor and to follow the accreditation standards, even if seeking accreditation is a long-term goal.

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### **New Study Targets Problems with Business School Rankings**

A research paper entitled “What’s Really Wrong with U.S. Business Schools” shines a light on what has become a growing dilemma for business school deans—the yearly scorecard that assigns numerical rankings to selected business programs. The paper describes a “dysfunctional competition for media rankings that leads schools to divert resources from investment in knowledge creation and other important areas to short-term strategy aimed at improving ranking position.”

The paper is written by Harry DeAngelo and Linda DeAngelo, business professors at the University of Southern California, and Jerold L. Zimmerman, business professor at the University of Rochester. It criticizes business schools for “failing to practice what they preach, particularly about the dangers of managing for the short term, but also about the importance of searching for ... substance over form in business practices.”

The writers point out that “Rankings mania also leads business schools to distort MBA curricula with ‘quick fix, look good’ changes that enhance program marketability at the expense of providing students with a rigorous, conceptual education that will serve them well over their entire careers. This myopic and frenzied rankings competition has generated proposals (e.g., Bennis and O’Toole, Harvard Business Review, 2005) that would further de-emphasize the scientific research that is the source of U.S. business schools’ global competitive advantage ...”

The study precedes an upcoming AACSB International report that calls for the media to change the way it assigns rankings to business degree granting institutions. The AACSB document, to be released in September, calls the ranking methods used by BusinessWeek, Financial Times, U.S. News & World Report, and other media outlets flawed because of inconsistent and unverified data, which confuses rather than helps the consumer.

To read the research paper “What’s Really Wrong with U.S. Business Schools”, visit [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=766404](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=766404)

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**eNEWSLINE****DEANS CORNER****Responsibility in Corporate Governance Education**  
by Gail K. Naughton, Dean, San Diego State University

Good corporate governance has always been essential to the success of public and private entities with established goals of optimizing corporate efficiencies and maximizing shareholder values. Recent scandals in corporate America and in the board room, along with the enforcement of the Sarbanes Oxley Act, have spotlighted governance and the controls needed for proper compliance. Recruitment and retention of board members for public boards has become a challenge and directors are being barraged by many Institutional Shareholder Services (ISS)-sponsored training sessions on governance, the majority of which are based on scare tactics of “what not to do.” In addition, private and not-for-profit entities are coming under scrutiny for their board structure, committee composition, succession planning, and accounting compliance.

Although many believe that we are living through an overreaction to Enron, the general consensus is that there will continue to be an emphasis on good corporate governance and an increase in controls to protect stockholders. If, as schools of business, our mission is to train the future business leaders to fuel our global economy, what role do we play in training students and executives alike in using good governance to run a successful enterprise?

**The San Diego State University (SDSU) Model:**

The College of Business Administration at SDSU has had a focus on corporate governance research and graduate curriculum development for the past 10 years and has three tenured faculty dedicated to research in the field. In 1998, the Corporate Director’s Forum partnered with our college to form a Corporate Governance Institute (CGI), with the mission to educate corporate directors, executives, and future executives on what constitutes effective board governance and the benefits of those practices. Programs provided through the CGI include teaching seminars and conferences for senior board professionals, governance coursework as part of the MBA degree curriculum, research, an ISS-approved certificate program, and brainstorming sessions for contemporary issues.

Although we have characteristically been in a proactive rather than reactive position in regards to governance training and research expertise, events of the last few years have significantly altered the depth and breadth of training required at all levels. Liability issues associated with board training have been raised. In addition, there is a need for customization of training for executives and directors from large versus small public companies, private companies hoping to be acquired by a public entity or planning for an initial public offering, as well as both large and small not-for-profit organizations and family foundations.

The extent and level of teaching “best practices” for each of these entities expands beyond what SDSU can offer alone. As a result, we have evaluated how to best meet the needs of our students, faculty, and corporate executives while playing to our academic strengths. This has resulted in a partnership with a for-profit entity that will have the resources to provide on-site and on-line training for directors and executives across the nation, highlight the strength of SDSU and our CGI, and provide us with ongoing financial resources for continued cutting-edge research in the field.

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Our School of Accountancy has partnered with our CGI to expand our curriculum to meet the growing demand for students trained in internal and external auditing, accounting practices, business ethics, and corporate governance at both the graduate and undergraduate level. In addition, we now require a governance course as part of our executive MBA degree and we make available outside executive training through our partnership at no charge. Our expanding curriculum development focuses on training for family foundations and builds on synergies with our established Family and Closely Held Business Forum, which is part of our Entrepreneurial Management Center.

The challenge is great, but business schools are well positioned to play to their individual strengths and offer corporate training throughout several areas of their curriculum and community outreach programs.

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#### California State, Bakersfield Builds Relationships with B-Schools in Mexico

Henry Lowenstein, dean of the School of Business and Public Administration at California State University, Bakersfield, recently returned from a City of Bakersfield sister city visit to Santiago Queretaro, Mexico, where he met with four universities to establish academic relationships and made a presentation on behalf of AACSB International.



Lowenstein and CSUB President Horace Mitchell were part of a 40-person delegation representing the City of Bakersfield and County of Kern, California, to formally establish a sister city relationship with the 474-year-old city, located 100 miles from Mexico City. The visit coincided with the anniversary commemorating the founding of the City of Santiago Queretaro, as well as other cultural, educational, and governmental events.

During the visit, the Bakersfield delegation presented the Queretaro Fire Department with two ambulances from Hall Ambulance in Bakersfield, as well as protective gear for the police department from Kern County Deputy Sheriff Chevy Garza.

“My visit exceeded all expectations both in establishing new relationships between Cal State Bakersfield’s business school and four Queretaro universities, as well as strongly promoting the benefits of AACSB accreditation,” Lowenstein said. “Such relationships build on the growing economic relationships between Mexico, Canada and the United States, as well as provide our students and faculty with global perspectives and opportunities consistent with AACSB’s mission and standards.”

“We very much appreciate Dean Lowenstein’s efforts as an ambassadorial achievement for AACSB International,” said John Fernandes, AACSB president and chief executive officer. “It is part of our ongoing goal of expanding AACSB’s outreach to a wider world community.”

#### KPMG Foundation Establishes The PhD Project as Non-Profit Corporation

The PhD Project, born out of a need to help increase the number of minority business school professors in the United States, has become a not-for-profit corporation. The founding KPMG Foundation announced that The PhD Project Association, as it is now called, has been incorporated as a public charity under Section 501 (c) (3) of the Internal Revenue Code.

“After 11 successful years of helping to create a diverse corporate workforce by increasing minority business school faculty, it was evident that The PhD Project had a critical and longstanding mission to fulfill,” said Bernie Milano, foundation president and lead administrator of the project. “With more than 1,200 universities issuing degrees in business, the need for a more diverse faculty made up of individuals

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who also function as role models and mentors is quite apparent. The PhD Project Association was created to continue to address this need.”

Since The PhD Project was founded in 1996, it has had a dramatic impact on minority professor hiring. During the period, the number of minority professors at U.S. business schools has increased more than 60 percent from 294 to 751.

### Ice Hockey Entrepreneurs: From the NHL to Quinnipiac University

Rick Berry, Rem Murray, Ryan VandenBussche and Rob Zamuner all have a lot in common. They are professional ice hockey players. During a three-day entrepreneurship program this summer at Quinnipiac University, they also were classmates.



The players attended the Breakaway Entrepreneurship Program, organized by Quinnipiac’s Professional Athlete Transition Institute. The institute is dedicated to the development of niche services that help athletes make the transition from sports to other occupations. The institute is the sole provider of career development services to the National Hockey League, the NHL Players’ Association, and the NHL Alumni Association.

Murray, currently with the Nashville Predators, previously played with the Edmonton Oilers and New York Rangers. Berry (Utah Grizzlies) and VandenBussche (Wilkes-Barre/Scranton Penguins) compete in the American Hockey League. Zamuner, currently with Basel of Switzerland’s B League, previously played in the NHL for Boston, Ottawa, and Tampa Bay.

Players visit local businesses to study how they operate, then attend seminars to discuss competitive analysis, marketing, and startup costs. “Instead of sitting in a classroom all day, the players go see business in action,” said Dale Jaskinski, associate professor of management. “The players are exposed to operations review, management review and process analysis. Visiting businesses really brings concepts to life.”

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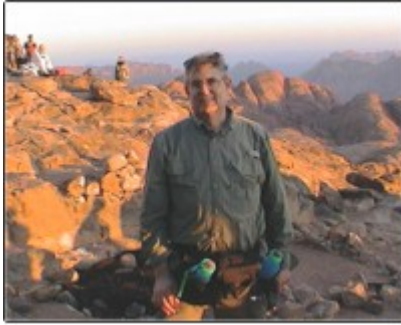
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### Texas A&M Professor: Life Concerns Transcend World Cultures

The picture most western hemisphere residents might have of Egypt—of pharaohs, pyramids, and the Nile River—tells a story of ancient history. However, Larry Wolken, finance professor and assistant department head at the Mays School of Business at Texas A&M University, has found that despite vast cultural differences, people around the world share many commonalities.



Recently returned from a month-long Fulbright Study Tour, Wolken said that although Egyptians live a much different life than westerners, “They have the same concerns about family, about their jobs.”

Wolken’s experiences will help the Scholastic Assistance for Global Education (SAGE) project that he directs for the Mays Center for International Business Studies. The center provides course lesson plans and source materials for K-12 social studies teachers in Texas.

He also hopes that students in his international finance graduate and undergraduate courses will benefit from his experiences.

In several trips abroad, including stops in Japan, Russia, and China (where he saw the 1989 Tiananmen Square student protests), he has learned that helping developing countries takes time. “Things are not as easy as they seem and you can’t just throw money at a developing country,” he said. “You must understand the culture, economic, and political system before you can suggest ways to improve it.”

### Four Warwick Business School Colleagues Recognized in the United Kingdom

Two Warwick Business School staff members have been named to fellowships, a third has been elected vice president of an institute, and a long-standing member of the Warwick advisory board has been knighted.

**Simon Collinson**, senior lecturer in international business, has been named a research fellow under the sponsorship of the United Kingdom’s Economic and Social Research Council. **Colin Crouch**, chair of Warwick’s Institute of Governance and Public Management, has been named a fellow of the British Academy, a national organization for the humanities and social sciences. **Bob Johnston**, a Warwick professor, has been elected vice president of the Institute of Customer Service, an independent professional body which manages professional and occupational service standards and recognizes achievements in the field. **George Cox**, director-general of the UK’s Institute of Directors and chairman of the Design Council, has received a knighthood for his contribution to business as part of the recent Queens Birthday Honors.

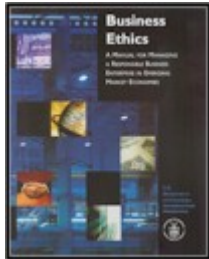
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### Department of Commerce Manual Useful for B-Schools Ethics Program Startups



With ethics remaining a high profile topic in business education, school administrators may find a Department of Commerce publication — “Business Ethics: A Manual for Managing a Responsible Business Enterprise in Emerging Market Economies” — a helpful, useful resource. The 10-chapter guide covers such topics as what constitutes a business ethics program, how it is structured, how a program may be put in place, and what responsible business conduct may be achieved.

Produced as a resource guide and training tool for businesses that operate in countries with transitional market economies, the manual presents useful ideas for organizations that are building ethics programs that must conform to global standards of corporate accountability. Examples within the manual discuss the activities of successful European and American companies, while each chapter contains worksheets, checklists, and guided exercises for students.

Fully indexed, the guide includes a glossary that explains the basic terminology of business ethics and numerous examples of business ethics policies adopted by organizations in various countries. The manual can be downloaded free of charge at [www.ita.doc.gov/goodgovernance](http://www.ita.doc.gov/goodgovernance). Printed copies at \$49 per copy are available by calling 866-512-1800 and referencing stock number 003-009-00731-3.

### Babson Student Businesses Generate Record Profits to Aid Local Charities

Foundation Management Experience, a two-semester, required course has enabled more than 400 Babson College freshmen involved in 14 student businesses to raise a record \$62,500 in profit for local Boston-area charities.

The undergrad course divides students into teams where they must develop business plans and present them to a faculty “venture group.” The “businesses” sell their products and services throughout the school year and present year-end financial reports at the end of the semester.

Charities that benefited from profits were local chapters of the YMCA, Boys and Girls Club, Association for Retarded Citizens, March of Dimes, Special Olympics, Cradles to Crayons, and the Dana Farber Cancer Institute.

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**B-School Students Take on the World in MBA's Cup Sailboat Race in Italy**

Sailing yachts representing 13 business schools from around the world will take part in the second MBA's Cup sailing competition Sept. 23-25 in Santa Margherita, Italy. The entire competition will be organized by MBA student members of the Sailing Club of SDA Bocconi, along with help from the Italian Yacht Club of Genoa. The event has attracted sponsor support from BMW, Pirelli, Rolex, and SIAD, an Italian gas company.



A total of 16 international business schools will take part in competition of 36-37-foot sailing vessels with minimum four-person crews. Among the business schools likely to be represented are Columbia Business School, Kellogg School of Management, Stern School of Business, London Business School, Cranfield School of Management (Great Britain), Kingston Business School (Great Britain), the Warwick Business School (Great Britain), HEC Paris, Sauder (Canada), Rotterdam School of Management (Netherlands), and IESE (Spain), the defending champion.

The event also includes a non-competitive regatta featuring 40 vessels manned largely by students, teachers, managers, and businessmen. Sailing is no stranger to business schools. Ernesto Bertarelli, owner of the defending America's Cup winner Alinghi, is an MBA graduate of Harvard. Current America's Cup participants Hugo Stenbeck (Sweden), and Wang Chaoyang (China) earned MBAs at Harvard and Rutgers, respectively.

**BRIEFLY**—The **W.P. Carey School of Business** at Arizona State University played host to the 15th annual meeting of the Global Manufacturing Research Group in early August ... **Villanova University's Center for Responsible Leadership and Governance** will hold its second annual conference, featuring leading business executives and thought leaders Sept. 20 at Bartley Hall on the Villanova campus. Theme of the event is "Corporate Responsibility and Leadership: Bridging Global Pressures with Local Initiatives" ... **Babson College** marketing professors **Dhruv Grewal** and **Michael Levy** co-chaired the American Marketing Association's 2006 Summer Educators' Conference held this month in Chicago ... **Grenoble Ecole de Management** will host the **European Doctoral Programs Association in Management and Business Administration (EDAMBA)** Sept. 1-2. It will be the second time since the association was created in 1991 that the annual conference will be held in Grenoble ... **The Sloan Foundation** has announced it will award two-year Industry Studies Fellowships of \$45,000 to PhD-holding regular faculty members who show promise of making important contributions to the understanding of modern industrial enterprises. For more information, visit: [http://www.sloan.org/programs/fellow\\_announ.shtml](http://www.sloan.org/programs/fellow_announ.shtml)

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**eNEWSLINE****ASSOCIATION NEWS****Call for Nominations for AACSB Officer, Director Positions for 2006-2007**

The following is a memorandum from Doyle Williams, chair of AACSB International's Nominating Committee:

The AACSB International Nominating Committee is seeking potential candidates for officer and director positions for the 2006-07 fiscal year. In compliance with the bylaws approved April 2004, an additional seat for a non-accredited representative, other than US (OUS), will be added; thus bringing the total number of seats on the 2006-07 Board of Directors to 27.

Working with you, AACSB International's leaders, has been exciting and rewarding and I thank you for your dedicated commitment. As you are aware, furthering our mission to advance quality management education worldwide requires active participation of our profession's most qualified leaders.

On behalf of the Nominating Committee, I ask you to identify and submit the names of potential candidates for AACSB International Officer and Board of Directors positions. Nominees for officers and directors to take office on July 1, 2006 are requested for the following positions:

- Board Officer – 2006-07 Vice Chair-Chair Elect
- Board Member – U.S. Accredited Schools (2)
- Board Member – Other than U.S. Accredited Schools (1)
- Board Member – U.S. Non-accredited Schools (1)
- Board Member – Other than U.S. Non-accredited Schools (2)
- Board Member – Non-educational Institutions (1)

Please complete the attached [Nomination Form](#) for each potential candidate and return to the AACSB International Nominating Committee: c/o Vonnie Mikkelsen, 777 South Harbour Island Boulevard., Suite 750, Tampa, Florida 33602-5730, USA; email [vonnie@aacsb.edu](mailto:vonnie@aacsb.edu) or fax to (813) -769-6549 by **August 31, 2005**. It is very important that we have your nominations by this date in order to meet the Board-approved deadlines for committee and Board review, and subsequent elections.

Thank you for your continued support of AACSB International's efforts to advance quality management education worldwide.

**DeLisle to Manage AACSB International Event Sponsorship, Advertising for *Biz-Ed***

Annette DeLisle has been named AACSB International's manager of business development. She will oversee event sponsorship, product sponsorship, and exhibits, as well as advertising for the organization's bi-monthly magazine, *Biz-Ed*.

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DeLisle, who joined AACSB International in November of 2004 as director, membership services and corporate relations, will, as part of her new assignment, ensure there is a high level of customer service to clients, as well as build strong, long-term relationships with advertisers, sponsors, and exhibitors. She also will work to develop new sources of revenue and assist with special projects.

Her appointment consolidates sponsorship, advertising, and exhibitor opportunities in one department, making it easier for AACSB International to serve partner companies and organizations.

“As more companies and organizations express an interest in participating with AACSB International at conferences, seminars, and events, Annette’s appointment will put us in the best position to take advantage of those opportunities,” said AACSB International President and Chief Executive Officer John Fernandes. “We are pleased that she is taking on this new assignment.”

Prior to joining AACSB International, DeLisle spent seven years as president and chief executive officer of the Chamber of Commerce in Ybor City, a National Historic Landmark District located in Tampa.

### **Longer Job Postings Offered through M.E. Jobs Online Recruiting**

Looking for a way to advertise a new business school position? Consider that M.E. Jobs now offers longer job postings through Sept. 12, 2005. The member cost is only \$125 for 35 days, \$200 for 70 days, and \$250 for 105 days. Non-member prices are \$175 for 35 days, \$250 for 70 days, and \$300 for 105 days.

For more information on how M.E. Jobs cost effectively reaches business school faculty worldwide, visit: [www.aacsb.edu/jobs2](http://www.aacsb.edu/jobs2) or contact [mejobs@aacsb.edu](mailto:mejobs@aacsb.edu)

**eNEWSLINE****CONFERENCE ALERT****Philadelphia, Sydney Conferences Scheduled in month of October**

Highlighting AACSB's schedule of professional development events during the month of October are the *Continuous Improvement Conference*, scheduled Oct. 1-3 in Philadelphia, and the *World Class Practices in Management Education Conference*, scheduled Oct. 30-Nov. 1 in Sydney, Australia.

The Continuous Improvement Conference, designed for schools seeking or maintaining accreditation, offers up-to-date information and helpful insight on best practices, assurance of learning, and changing curricula. It's the conference where many schools will bring their entire administrative teams so they can stay current, self evaluate, and set performance goals. Keynote speaker for the event is John Allison, chief executive officer of BB&T, a \$102 million financial services company based in Winston-Salem, N.C. Allison will share his ideas about what it takes to keep an organization on the cutting edge

The Sydney conference, entitled "Meeting the Needs of Global Business" is one of two World Class Practices events scheduled this academic year, with the second set for Lima, Peru, May 21-23, 2006. The conference, which will be held at The University of Sydney, will feature speakers on a wide range of topics including the role of business education and accreditation in today's global society; the competitive landscape of business education, the assurance that management educators identify and meet the needs of global business, and the development of effective strategic alliances.

To learn more about this and other AACSB conferences, visit:  
[www.aacsb.edu/conferences/events/conferences.asp](http://www.aacsb.edu/conferences/events/conferences.asp)

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### TRANSITIONS

#### Former NYU Dean George Daly to Lead McDonough School of Business at Georgetown



A former dean at the Stern School at New York University has accepted the position of dean at the Washington D.C.-based school. At Stern, Daly oversaw the school's rise in national prominence and led a drive to raise \$150 million, a sum greater than the cumulative total of funds raised in the school's previous 100 years. Daly succeeds interim dean Reena Aggarwal, who will return to the McDonough faculty.

"This business school is very good," Daly said, "but ... it has a lot of unfulfilled promise. It's almost like we haven't decided what to do when we grow up ... We need a better defined vision of ourselves, and one of my first priorities is helping the school come up with a distinctive and compelling identity."

Daly's focus may be related to his own experience as an undergraduate at Miami University of Ohio. While pursuing his bachelor's degree in economics, the Cleveland native considered going back to school for his MBA to join corporate America, but several influential teachers at Miami inspired him to teach.

"Several of these professors told me I was smart and that I was going places," he said. "I had been a lousy high school student and no one had ever encouraged me like that before. So I decided I wanted to be like them."

He received his master's and doctoral degrees in economics from Northwestern University and went on to teach at Miami, as well as The University of Texas at Austin. He also has served as professor and dean at the University of Houston and at The University of Iowa.

Daly has many professional experiences that qualify him for his new position. When Paul Tagliabue was named commissioner of the National Football League, he recruited Daly to consult on matters related to incentives and contracts. Daly later teamed with Joseph Volpe, director of the New York Metropolitan Opera, to teach a course at NYU on the business of managing the performing arts.

#### Marcia Sakai Named Dean at University of Hawaii-Hilo Business School



Marcia Sakai, professor of tourism and economics since 1991, has been named dean of the College of Business and Economics at the University of Hawaii at Hilo. Her principal areas of research and teaching are strategic planning for tourism, sustainable tourism development, destination marketing, economics of travel decision making, and government finance.

She has conducted studies and published papers and book chapters on a range of topics, including Japanese international travel, business travel, tourism program evaluation, and foreign direct investment. She is a contributor to three books on Hawaii, and is

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cooperating on a book about Hawaiian tourism public policy. A Fulbright Fellow, Sakai was invited to teach at the University of Innsbruck.

She served as Commissioner for the 1995-1997 Hawaii State Tax Review Commission, policy analyst for the State Department of Taxation, economist for the State Public Utilities Commission, and consultant to the Office of State Planning and private corporations.

She holds master's and PhD degrees in economics, and bachelor's and master's degrees in mathematics, all from the University of Hawaii.

### Rensselaer's Jorge Haddock Takes Business Deanship at University of Richmond

The new business school dean at the Robins School of Business is Jorge Haddock, former associate dean and professor at Rensselaer Polytechnic Institute. Haddock has a bachelor's degree from the University of Puerto Rico, a master's degree from Rensselaer, and a PhD from Purdue University.



Haddock joins Robins after holding the position of professor of management science and information technology at the Lally School of Management and Technology at Rensselaer. His varied career includes extensive experience in teaching, research, and business consulting. He has authored or co-authored more than 70 articles. His primary teaching interests include operations research, production planning, and information technology courses at the undergraduate and graduate levels.

### West Virginia B-School Appoints R. Stephen Sears to Dean's Post



A former associate dean at Texas Tech University has been named the Milan Puskar Dean in the College of Business and Economics at the University of West Virginia. R. Stephen Sears replaces J. H. Coats, who retired this summer. Sears was selected from a national search and steps into his new role this month.

A longtime finance professor at Texas Tech, Sears served as interim dean during the spring and summer of 2001 before being appointed senior executive associate dean. His career includes time as a professor and lecturer at the University of Illinois at Urbana-Champaign. He received many teaching and academic achievement awards at both Texas Tech and the University of Illinois.

Sears earned an associate's degree at Odessa Junior College before adding bachelor's and master's degrees from Texas Tech. He earned his doctorate in business administration from the University of North Carolina at Chapel Hill. His teaching interests include investments and corporate finance for undergraduate, graduate, doctoral, executive MBA, and executive development programs.

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## eNEWSLINE

### Lewis R. Gale Brings Experience to Business Deanship at Weber State University

Weber State University has recruited Lewis R. Gale, who spent the last two years as business dean at the University of Louisiana at Lafayette, to the dean's position at the Ogden, Utah school. Weber State President F. Ann Millner said: "Dr. Gale's background and experiences will provide strong leadership for the Goddard School of Business and Economics, helping it continue to grow and adapt to our rapidly changing world."



In his new position, Gale plans to focus on the school's upcoming accreditation maintenance review with AACSB International. He also will work on development initiatives and explore new ways for the Goddard School to become involved in the Ogden community.

At Lafayette, Gale managed a faculty of 2,800 students, 56 full-time faculty, and 18 full-time staff. Since 1994 he served in various capacities at the school. Gale has a bachelor's degree in economics from California State University, Fresno, and a master's degree and PhD from Arizona State University.

### Marshall University Taps Paul Uselding as Dean of Lewis College of Business



An experienced business school leader with previous deanships at the University of Illinois-Chicago, the University of Toledo, and the University of Northern Iowa has been named to the top spot at Marshall. Paul J. Uselding replaces Chong Kim, who had served as interim dean since September, 2003, following the 10-year deanship of Cal Kent.

Uselding played a critical role in assisting the College of Business and Management at Saginaw Valley State University in Michigan to attain initial AACSB International accreditation in April 2003

Uselding, who has an MBA from Cornell University and a PhD from Northwestern, also brings significant teaching experience from earlier positions at the University of Illinois and Johns Hopkins. He is the former editor of both *The Quarterly Review of Economics and Business* and *Business and Economic History*. He served on the editorial boards of six other journals, published two books, and has professional business experience at A.T. Kearney and RCA.

**BRIEFLY**—The **University of Houston-Downtown** has named **Donald L. Bates** dean of the College of Business ... The **Copenhagen School of Business** has named **Jens Aaris Thisted** acting dean of the Faculty of Economics and Business Administration ... **William Tallon** has been appointed interim dean of the College of Business at **Northern Illinois University** ... **Dennis Gehris**, a 20-year veteran at **Bloomsburg University**, has been named interim dean of the College of Business ... **David Hawk** has been named interim dean of the School of Management at **New Jersey Institute of Technology** ... **Thomas Zlatoper** has been named interim dean at **John Carroll University's** Boler School of Business ...

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## eNEWSLINE

### GIFTS AND GRANTS

#### Haas School of Business Announces \$25 Million Gift for Executive Education Building

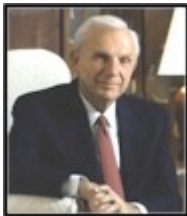
An anonymous alumnus has donated \$25 million toward a new executive education building at the University of California, Berkeley. The proposed facility will include short-term housing accommodations for corporate executives attending Haas School programs.

“This extraordinary gift will enable the Haas School to achieve its goal of being one of the top business schools in the world by reaching out to the business community with first-class management education for executives,” said Chancellor Robert Birgeneau.

The new building will include state-of-the-art, high-tech classrooms, as well as first-class residential space that will enable participants to live and study on the premises. Offices for the Haas School’s Center for Executive Development also will be located in the building.

School officials feel that the additional income generated from executive education programs eventually will help support other academic programs and make progress toward financial sustainability.

#### H&R Bloch Co-Founder Endows Two Chairs at University of Missouri-Kansas City



A gift of \$3 million will endow two new chairs and support the Henry W. Bloch chairs in financial services and entrepreneurship at the Bloch School of Business and Public Administration at the University of Missouri-Kansas City. Coupled with a state-funded match from the University of Missouri System Endowed Chairs Matching Program, the gift results in the equivalent of a \$4.5 million endowment.

The newest gift brings the university closer to its goal of raising \$200 million as total gifts and pledges to date have topped \$140 million. “Henry’s gift exemplifies his visionary leadership and commitment to this university and this city. The new chair holders will help advance the school’s stature and prepare tomorrow’s leaders for success in a creative economy,” said Bloch Dean O. Homer Erekson.

#### Anonymous Donation Enables Saint Joseph’s to Create Center for Business Ethics

A private gift of \$1 million has made it possible for Saint Joseph’s University to establish the Pedro Arrupe Center for Business Ethics, which will integrate ethics into the teaching agendas of the Erivan K. Haub School of Business.

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“We truly are honored for Saint Joseph’s to establish the center,” said Dean Joseph A. DiAngelo. “It will not only provide our business students and faculty members an ethical framework, but it also will become a recognized source of information and expertise to the Philadelphia business community and beyond.”

The new center will host a conference Oct. 7 on “Access and Pricing of Pharmaceuticals in the Developed and Developing Worlds,” featuring leaders of the national pharmaceutical industry and professors.

### **\$234 Million Donation by George Soros Includes \$25 Million for New Business School**

Hungarian-American financier and philanthropist George Soros has announced an endowment gift of \$234 million to Central European University, the university he founded in Budapest in 1991. The donation includes a pledge of \$25 million for a new CEU business school. The gift follows a decision earlier this year by the government of Hungary to grant national accreditation to the university, which is also regionally accredited in the United States.

## eNEWSLINE

### AWARDS

#### Sweden Foundation Honors Gartner with International Award for Scholarship



Clemson University professor William B. Gartner has received Sweden's highest business research award from the Swedish Foundation for Small Business Research (FSF) and the Swedish Business Development Agency (NUTEK). The FSF-NUTEK Award, presented each year since 1996, consists of a statuette and a cash award of \$50,000.

Gartner was cited for his highly influential work in entrepreneurship education. The current Arthur M. Spiro Professor of Entrepreneurial Leadership at Clemson, Gartner received the award from Sweden's Thomas Ostros, Sweden's minister for industry and trade.

Gartner's research on entrepreneurs explores how they find and identify opportunities, recognize and solve startup problems, and undertake actions to successfully launch new ventures. He also collects and analyzes the stories entrepreneurs tell about their experiences. A leading authority, he is the most cited author on entrepreneurship for academic articles written since 1986. Co-founder of the Entrepreneurship Research Consortium in 1995, he helped develop the Panel Study of Entrepreneurial Dynamics, the first major national study about how entrepreneurs go about their work.

#### Babson's Grewal Receives Lifetime Achievement Award from Fordham University



The 2005 Fordham University Lifetime Achievement Award in Pricing will be presented to Babson College marketing professor Dhruv Grewal at Fordham's 8<sup>th</sup> Annual Pricing Conference in November. The award recognizes scholars who have made significant contributions to the field of behavioral pricing.

Grewal, holder of the Toyota Chair in Commerce and Electronic Business at Babson, is co-editor of the *Journal of Retailing* and has conducted research and teaching on pricing, value-based marketing strategies, direct marketing, and other associated topics. He holds an undergraduate degree from the University of Delhi, and MBA and PhD degrees from Virginia Tech.

#### AMA Research Award Recognizes University of Missouri-Kansas City Professors

The American Marketing Association has presented its 2005 Excellence in Research Award to Michael Song and Mark E. Parry, business professors at the University of Missouri-Kansas City. The two faculty members at the Henry W. Bloch School of Business and Public Administration were recognized for their study, entitled "A Cross National Comparative Study of New Product Development Processes: Japan and the United States." The AMA award recognizes outstanding research articles within the last 10 years, which have significantly influenced the direction of global marketing.

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Song holds the Charles N. Kimball, MRI/Missouri Endowed Chair in Management of Technology and Innovation. Parry will become the Ewing Marion Kauffman/Missouri Chair in Entrepreneurial Leadership in September.

### APPOINTMENTS

#### University of Nebraska's Anderson to Join President's Council of Economic Advisers



University of Nebraska-Lincoln economist **John Anderson** has been named senior economist with the President's Council of Economic Advisers in Washington, D.C. He will work with public finance policy issues such as tax reform, social security, and other federal revenue programs.

Anderson, who chairs the department of economics at the College of Business Administration, has extensive experience in the re-development of former Communist countries. In the past, he served as economic adviser to the parliament of Moldova and was an economics educational adviser in Russia and Bulgaria. He has been granted a one-year leave of absence to fulfill his term in Washington.

The Council of Economic Advisers was established by the Employment Act of 1946 to provide the president with objective economic analysis and advice on the development and implementation of a wide range of domestic and international economic policy issues.

#### Prescott-Smith Takes Development Post at Arizona's Eller College of Management

**Jane Prescott-Smith** has joined the Eller College of Management at the University of Arizona as senior director of development. She joins the business school after six years as development director for the university's Steele Children's Research Center, where she raised more than \$12 million for capital and endowment projects in pediatric research and teaching.

Prescott-Smith was instrumental in launching the center's Phoenix Advisory Board and Phoenix Women's Board, through which she raised more than \$1 million through fundraising and awareness events.

Prior to joining the university, she worked as director of corporate relations for Northwestern University, as well as development positions with MidAmerica Leadership Foundation and Good News Partners. She also has experience as a brand manager with Kraft Foods. The holder of a bachelor's degree from Stanford, she completed her MBA at the Kellogg School of Management at Northwestern.

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### **University of Chicago Graduate School of Business Names Iannuccilli to Marketing Post**

Christopher Iannuccilli, a 15-year marketing veteran with experience working on campaigns for McDonald's, Budweiser, Macy's, and Amazon, has been named to the chief marketing position at the University of Chicago's Graduate School of Business.

Iannuccilli also is a former managing director at the San Francisco office of Semaphore Partners, an interactive advertising agency in the Publicis Network. Most recently, he was in charge of new business at BBDO Worldwide Chicago as senior vice president and client service director. He has an MBA from the University of Michigan and a bachelor's degree from the University of Pennsylvania.

### **University of Maryland B-School Appoints Dan Goodman to Technology Fellowship**

The co-founder of the entrepreneur-in-residence program at the Robert H. Smith School of Business has been appointed to a technology commercialization fellowship at the school's Dingman Center for Entrepreneurship. Dan Goodman, chief executive officer of Zernike USA, will work with scholars and local companies to identify and develop market opportunities for technologies created within the university community.

Goodman has 30 years of experience in various influential technology posts with leading corporations. He serves as a scientific advisor with the New Markets Growth Fund, the Smith School's \$20 million, student-managed venture capital fund. He earned a bachelor's degree from the University of Maryland and also studied technology transfer at the National Institutes of Health's Foundation for Advanced Education in the Sciences.

The university also announced that **Adam Lehman**, president of Rock Ridge Ventures, will join the Dingman Center as an entrepreneur-in-residence. He will leverage his experience in identifying and developing new business ventures to assist student and local entrepreneurs in creating and managing businesses.

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## eNEWSLINE

### NEW PROGRAMS

#### **Quinnipiac University Offers New Health Care Management MBA**

A health care management MBA with core courses in accounting, finance, management, and computer information systems has been announced by Quinnipiac University's School of Business. The program is for students who want to be health care administrators in government agencies, insurance companies, health centers, diagnostic facilities, home care agencies, and assisted living facilities.

"Patients are not necessarily the customers in health care," said Dr. Ronald Rozett, program director. "Doctors create demand by prescribing medicine, hospitalizing patients, ordering tests, and performing procedures. By doing these things they generate about 80 percent of the costs in our health care system.

"Administrative expenses related to the insurance industry account for 15 percent of America's health care bill, which is about \$1.7 trillion," he added.

As a result, health care managers are in high demand in hospitals, physician practices, and nursing homes. The new program, which offers rolling admission for full and part-time study, concentrates on teaching managers how to control costs, manage non-clinical personnel, implement computer systems, and assure compliance with the state and federal laws.

#### **University of Maryland, Tunisian Business School Announce Program Partnership**

The Robert H. Smith School of Business will collaborate with South Mediterranean University in Tunisia to deliver a master of science program in management information and technology. The new program, the first university degree of its kind to be offered in Tunisia, will be offered to information systems and technology professionals in the Middle East, Southern Europe, and Northern Africa who aspire to be senior managers.

South Mediterranean University, established in 2002, is located in Tunis. Managed in a similar fashion to U.S. institutions, the school of business is the university's first specialized school.

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### NEW MEMBERS

#### **University of California, San Diego**

Rady School of Management  
Pepper Canyon Hall, 3rd Floor  
9500 Gilman Dr., MC 0093  
La Jolla, California 92093-0093  
Website: [www.rady.ucsd.edu](http://www.rady.ucsd.edu)

Established in 2001, the Rady School of Management opened its doors to executive MBA students in September 2004, and will welcome full-time MBA students in fall of 2005. The school's plan includes leveraging the university's strengths as a pre-eminent research institution-- especially in the areas of science, engineering, medicine, economics, and international relations-- to seek top-tier status in its first five years.

#### **College of Business Administration (CBA)**

Sari Street  
PO Box 110200  
Jeddah 21361  
Saudi Arabia  
Website: [www.cba.edu.sa](http://www.cba.edu.sa)

CBA bridges the gap between education and the commercial market by developing students into highly skilled graduates who will fill the needs of business. The college is known for quality education delivered to students in a respectful way. Because youth provides the dynamic energy for a better business future, CBA emphasizes the importance of meeting the needs of students and staff by ensuring the delivery of top-quality educational services.

#### **Kasbit University**

84-B, S.M.C.H.S., Society off Shahrah-E-Faisal  
Karachi, Sindh 74400  
Pakistan  
Website: [www.kasbit.edu.pk](http://www.kasbit.edu.pk)

Kasbit University develops top-quality IT business managers by providing students with a core education that includes a broad knowledge of business functions with emphasis on their global application. The MBA program provides a solid base of advanced business knowledge, supplemented with sophisticated information processing and integration courses.

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**eNEWSLINE****Indian Institute of Cost and Management Studies and Research (IndSearch)**

85/1 Law College Road, Erandavane  
Pune, Maharashtra 411004  
India  
Website: [www.indsearch.org](http://www.indsearch.org)

The IndSearch master's program in cost and management studies goes beyond scientific computing by emphasizing high end business software systems to provide knowledge and skills for a first-rate career in information technology. IndSearch faculty comprises high-caliber IT practitioners and professionals. The school's placement program has helped students secure rewarding careers with reputed national and international organizations.

**University of Southern Queensland**

Faculty of Business  
West Street  
Toowoomba, QLD 4350  
Australia  
Website: [www.usq.edu.au](http://www.usq.edu.au)

The University of Southern Queensland is a dynamic, young institution offering programs at undergraduate and postgraduate level through on-campus, off-campus, or online study. Many students choose different modes of delivery for periods of their study. The school's philosophy is to give people what they want, where they want it, when they want it, in whatever location they choose.

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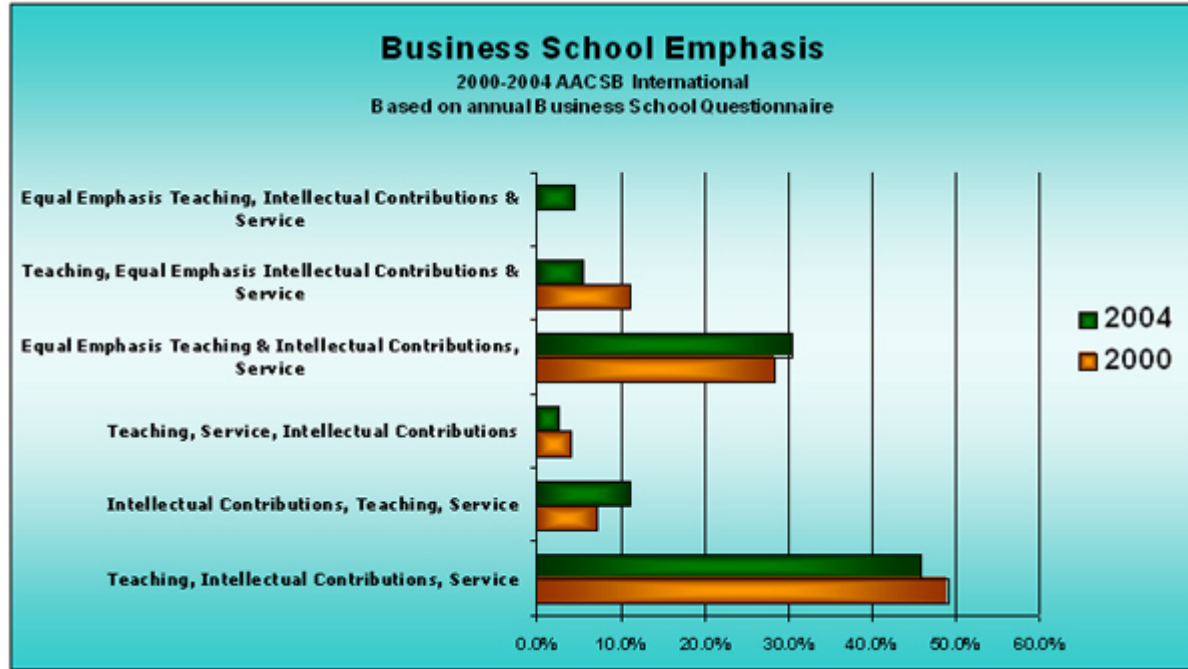
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