



Volume 25 No 1
Fall 07

UW-La Crosse Newsletter

DEAN'S OFFICE
223 W. Carl Wimberly
Hall

Mid-Semester is Friday October 19

- ✓ **Applications for Admission to the Business Program are due.** All business majors who will be eligible, and who are **planning to start advanced (300-400 level) business courses during Sem. II, 2007-08, must apply for the program.** Applications are available at the Dean's Office. Late applications may not be accepted. Applicants who are completing some of the admission requirements over the Jterm, here or elsewhere, must also apply by the this deadline.
- ✓ **All major and minor changes are due.** Changes to students' majors and minors are done only through the Dean's Office. *Changes will be accepted up until mid-semester to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration is over in December.*
- ✓ **Students planning to change to another school or college** must file a "change of program" form at the new college dean's office. These are also due by mid-semester, and will not be processed after that date until registration is complete in December. Program change forms are available at the Dean's Office.

Advisor/Advisee Assignments

Faculty advisor assignments are posted on the bulletin board outside the Dean's Office, and this information is also available on-line through the "Current

Students" area (TALON) of the UWL website.

Students should check to confirm their assignment, particularly new transfer and reentry students. Students are expected to visit with their advisors at least once a semester.

Advising does not take place only at registration time. Students are encouraged to visit with faculty advisors at any time. Faculty has posted office hours on their doors. If these hours are incompatible with a class schedule, students should talk with the advisor about arranging another time.

Advising on the Web

Check out the registration and course scheduling information for CBA students at our web site: www.uwlax.edu/ba/ Choose "Advising" from the left-side menu. You'll find basic information about registration advising and scheduling business core requirements and your major. This information is helpful to review before you see your advisor.

The departments also have lots of excellent information about their programs, careers, faculty, student organizations, etc. You can link to their websites from the CBA home page.

Checksheets outlining all degree requirements (General Education, Business Core, all business majors and minors) are available in dispensers near room 226 in Wimberly Hall.

Advising for Undecided Students

Are you unsure about your current major? Thinking about adding a second major or minor? Or are you looking for some information about different career paths?

Where can you find the answers to these questions? Why the Academic Advising Center, of course! Dr. Laurie Strangman,

a faculty member in the Economics Department, is currently working as an academic advisor in the Academic Advising Center. She can help you with advising or career questions that you might have. The Academic Advising Center is located in the lower level of Wilder Hall. Laurie's hours in the center for this fall are: Tuesdays from 1-4 p.m., Wednesdays from 2- 4:30 p.m., and Thursdays from 2- 3:30 p.m. For more information on the Academic Advising Center check them out on the web: www.uwlax.edu/advising

Registration for Sem. II, 2007-08

Registration begins in mid-November. All instructions for registering and your SNAP report are sent to your email address by the Registrar's Office in early November. Your SNAP report will also be sent to your faculty advisor at that time.

Registration advising will be available from faculty advisors, usually by appointment. Advisors should have sign up sheets for appointments at this time, and students should schedule appointments well in advance of their registration time and day. **Students majoring in accountancy and international business are required to see their advisors before they may register, and some CBA faculty also restrict registration until an advising session has taken place.**

May and August 2008 Graduates

Students planning to graduate are **required to get a "credit check"** with Ms. Dittman before registering for their final semester. Call 785-8090, or stop by the office, to schedule an appointment.

Graduates must also file an "intent to graduate form" through the Registrar's Office website. This should be done this fall.

<https://talon.uwlax.edu/webRegistration/LoginServlet>

MGT 205 and BUS 230 Restricted Enrollment

The CBA will again **restrict enrollment** in BUS. 230, Bus. and Econ. Research and MGT 205, Legal and Ethical Environment of Business, **to students officially declared as business majors** or the business administration minor in other colleges.

Students not declared majors in business, or economics in liberal studies, will be prohibited from registering for these courses during regular registration. Mid-semester (October 19) is the final day to officially declare programs before registration commences.

Reminders

Dropping a Class? The last day to drop a full-semester class is October 26. Drop forms may be obtained from the Dean's Office; they require the instructor or student's faculty advisor signature. **Students may not drop courses after this date.**

Planning to complete a course at home next summer? If you're thinking about completing a course somewhere other than UW-La Crosse, please note you must obtain permission from the Dean's Office, in advance, if you want to transfer the course back to your program here. **Repeating courses may be done only at UW-L.**

Thinking about studying abroad next year? Check this website for all the information about the deadlines, various program opportunities, scholarships, etc. http://www.uwlax.edu/oie/SA/study_abroad.htm. Study Abroad scholarships in the CBA are also available. Applications may be obtained in the Dean's Office. The deadline is March 1 for 2008 summer and fall study programs.



DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Class Scheduling Information

J-Term 2008

The Department of Accountancy plans to offer the following courses: ACC 221 (Lyons), ACC 222 (Burrowes), and ACC 400 (Burrowes).

Spring Semester 2008

New this spring, ACC 418 will be offered. Other than ACC 421, all required ACC courses will be offered. ACC 350 – VITA practicum – is undergoing some changes for spring. Stay tuned for further information.

Summer 2008

ACC 221, ACC 222 and ACC 421 will be offered.

Advising and Registration

SNAP reports will be e-mailed around the beginning of November. All accountancy majors are required to see their advisors before registering on line. You will be able to sign up for an advising time when your advisor posts a schedule on his/her office door. A social for accountancy majors to pre-register for ACC 221 and ACC 222 is scheduled for November 7, 2007.

Banquet

The annual banquet is scheduled for April 30, 2008 at the Cleary Center. All accountancy majors should attend. Last year the Department of Accountancy gave out over \$30,000 in scholarships at the banquet. Applications will be due March 24. Click the Scholarship button at www.uwlax.edu/ba/acc/ for an application form. Attendance at the banquet is a condition of receiving a scholarship.

Placement

Demand for UWL accountancy graduates in professional positions and current accountancy majors in internships remains strong. Early in October, the Accounting Career Expo and Accounting

Interview Days attracted over 35 organizations to recruit accountancy majors on campus. Last year over 98% of accountancy majors were placed in related employment and, on average, earned \$41,938 (see www.uwlax.edu/CareerServices/Report/default.html). All of the 86 internships in 2005-06 were paid and most of the spring internships were full-time with public accounting firms.

Faculty News

Dr. Eide took over as Chair July 1, 2007.

Dr. Winter continues to serve as Interim Associate Dean of the College and the Internship Coordinator for the department.

The department welcomes Paul Robinson full time. In addition to teaching ACC 221, he is teaching ACC 301 – Taxation for Non-Accountants this fall.

Accountancy Minor

The accountancy minor consists of thirteen credits including ACC 321, 322, plus any two additional ACC courses numbered 300 or above. Courses taken to satisfy the minor may be used to meet other major electives.

150-hour Curriculum

Wisconsin and Minnesota have joined most other jurisdictions in requiring 150 college credits to become a CPA. The department recommends that all students complete their 150-hour curriculum before starting employment in any jurisdiction. Students heading to other jurisdictions can check <http://www.aicpa.org/states/uaa/150chart.htm> to find out where that jurisdiction is in the 150-hour process.

Accountancy Tutors

Assistance is available for ACC 321 & 322 Sunday evenings from 6:00 – 9:00 pm in room 257 of the library. If you need assistance with your ACC 221 or 222 class, tutors are available in 327 CWH. Hours are posted on the door and the BAP website.

ECONOMICS DEPARTMENT

Voyages with a Vision: Reality Tour to Tanzania

Donna Anderson, Economics, and John Betton, Management, have developed a Study Abroad Program in Tanzania for J-Term 2008 focusing on socially responsible business practices. We are partnering with Global Exchange (GX), an international nonprofit human rights organization working for global, political, economic, environmental and social justice. Tanzania, known for its natural wonders from Mt. Kilimanjaro to the Serengeti, is one of the most unique countries in Africa because of its post-colonial socialist background and its relative stability in an unstable region. Students will come face to face with crucial issues about globalization and its impact on communities to better understand them and see socially responsible business and other grassroots solutions in action. The study tour will be built around the focal areas of sustainable development, fair trade, education, conservation, and workers' rights.



We welcome all students to:

-Visit a traditional Maasai village and talk to villagers, elder women herbalists, and the Olaiboni (spirit healer), about indigenous culture, changes occurring in Maasailand and the impact of globalization.

-Enjoy a roast goat lunch while learning about reforestation programs in the context of climate change in the transitional villages of Nadosoito and Mkonoo.

-Discuss ecological issues with Maasai villagers at the base of the Oldony Sambu mountain around an evening campfire.

-Take part in a wildlife safari while speaking with park officials, tourism representatives and others who are working on issues of conservation in the region.

-Understand the development of workers' rights against the backdrop of the slave chambers of Stone Town.

-Learn about fair trade first-hand at a coffee cooperative.

-See how globalization is connected to education in Tanzania, where we envision an opportunity for our group to sponsor a child's education.

If you are interested on learning more, contact either Dr. Anderson, anderson.donn@uwlax.edu, or Dr. Betton, betton.john@uwlax.edu

Faculty Notes

Professors Wahhab Khandker and Amena Khandker presented their paper, "Reconciling Liquidity Preference and Loanable Funds Approaches to Interest Rate Determination in the Short-run," at the 2007 International Atlantic Economic Conference, Savannah, GA. Introductory macroeconomics texts present two approaches of short-run interest rate determination: liquidity preference and loanable funds. They are generally presented in two different chapters without mentioning their connections. In this paper, authors try to reconcile these two approaches by showing the dynamics of how money and loanable funds markets always equilibrate at the same short-run interest rate. Their results are qualitatively consistent with the results of a more sophisticated IS-LM model presented in higher level macroeconomics texts.

Professor Glenn Knowles presented "A Tale of Two Teams: A Comparison of the Cubs and Sox in Chicago," which he coauthored with Professor Keith Sherony, at the 2007 Meeting of the Illinois Economic Association. The paper examines the claim that Chicago is a Cubs town by identifying the factors that explain attendance trends for the Cubs and Sox over the 1901 to 2005 seasons. The factors were categorized into two groups: economic related and baseball related. The economic related factors include the impact on attendance of ballpark construction and renovation, and media utilization. The baseball related factors include the impact on attendance of player quality and team position in the standings. The findings show that today Chicago is indeed a Cubs town, but it always hasn't been that way. If you'd like to learn more you can access a copy of the paper at "[A Tale of Two Teams: A Comparison of the Cubs and Sox in Chicago.](#)"

Professor Mike Hauptert is working on a book that will summarize his current research project on the labor history of professional baseball. **Is It Work or Is It Play?** will be published by the University of Florida Press. Professor Hauptert has received several grants to conduct the research for the book and has employed numerous students in the research process. Over the past year he has presented various parts of the book at conferences and seminars at Macalaster College, Lafayette University, the University of Delaware, the University of Minnesota, North Carolina State University and Northwestern University.

Professor Hauptert was recently elected Executive Director of the Cliometrics Society, an international organization of economic historians. He will take over at the world conference next summer, which will be hosted by UWL and take place at the Dalkeith Palace in Edinburgh, Scotland. After the office is transferred to La Crosse next summer he will be looking to hire interested students for some of the office work associated with the job.

Scheduling

Independent Study: Introduction to Mathematical Economics. The department of economics has periodically offered an independent course in mathematical economics for students with an interest in the topic or those interested in a graduate degree in economics or finance. Students will work through problems from *Fundamental Methods of Mathematical Economics 4E* by Chiang and Wainwright. Topics include Linear Models and Matrix Algebra, Differentiation and Comparative-Static Analysis, and Optimization with Equality Constraints. It is the math required to successfully get through introductory graduate level courses in microeconomics. Coverage of dynamics and differential equations for macroeconomics is optional. Independent Study is repeatable for credit with a maximum of 6 credits. If you are interested in this independent study course see Professors Glenn Knowles or Kathryn Birkeland (especially if interested in dynamics).

ECO 310: Managerial Economics will be offered this spring semester (it is now offered in the spring semester of even years). Managerial Economics has changed dramatically over the past decade with an emphasis on *Business Strategy* and *Organizational Architecture*. The course will consider pricing strategies, the organization of the firm (what economists call the make-or-buy decision), agency theory and incentives (the principal-agent problem), game

theory (strategic thinking), and corporate governance issues. There has been a prerequisite change in the course. The BUS 230 prerequisite was dropped and replaced by MTH 145: Statistics. For more information see Professor Glenn Knowles.

The Economics Department's spring 2008 upper division course schedule includes:

ECO301 Money and Banking
 ECO308 Intermediate Microeconomic Analysis
 ECO310 Managerial Economics
 ECO320 Economics of Sports and Entertainment
 ECO336 Women and the U.S. Economy
 ECO375 Economic Development
 ECO441 International Financial Economics

Economics majors are reminded that the required intermediate theory courses are each offered only once per academic year: Eco 305-Intermediate Macroeconomic Analysis in the fall semester and Eco 308-Intermediate Microeconomic Analysis in the spring semester.

Student Research

The following Economics students received 2007 International Undergraduate Research Grants:

Jessica Dargiel, "The Effect of Globalization on Women in Developing Countries". Advisor: Dr. Donna Anderson

Christopher Anderson, "The Effects of Tourism on the Cuzco Region of Peru". Advisor: Dr. Donna Anderson.

Scholarships

The Economics Department annually awards the David Cole Scholarship and the Maurice Graff Scholarship to deserving majors. Beginning this year, the department is requiring candidates for these scholarships to complete the standard scholarship application that is available through the UW-L Foundation Web site at <http://www.foundation.uwlax.edu/schbooklet.htm>. Completed applications must be printed and submitted to Room 223 Wimberly Hall by March 3, 2008.



FINANCE DEPARTMENT

Faculty Notes

Please welcome Dr. Van Dalsem to the Finance Department at UWL. Dr. Van Dalsem recently received his PhD from the University of Arkansas and, previously, his MBA from Kansas State University. His current research investigates the use of CEO severance agreements and discretionary post-separation payments to enhance firm performance. Dr. Van Dalsem comes with excellent teaching credentials having experience in corporate finance, accounting, and financial modeling. Additionally, he has worked for Bank of America and Arvest Bank in commercial lending. Dr. Van Dalsem serves as the new advisor for the Financial Management Association student chapter. Please note opportunities for involvement with the FMA student chapter elsewhere in the newsletter. Thanks to Dr. Wolf for 10 years of service as the prior FMA advisor.

Dr. Krueger was selected as a Chancellor's Research Scholar for the Chancellor's Inauguration on October 19 for his research titled, 'Investment Value of a Corporation's Reputation.' Also, Drs. Krueger and Lyons (Accountancy) had their research on market timing cited in the recent October issue of *Money* magazine. The results of Dr. Krueger's article suggest missing the best 30 days of returns on the S&P 500 in the last 20 years (5,050 days) drops your annual rate of return from 11.8% to 5.3%.

Dr. Graham continues as the Vice President of Finance for the Academy of Financial Services, while Dr. Krueger serves as the Associate Editor of the *Journal of the Academy of Finance* and the Editor of the *Proceedings of the Academy of Finance*.

Other research and conference activity includes Dr. Van Dalsem's presentation of his paper titled "CEO Separation Bonuses: Stockholder Wealth Enhancing or Rent Extraction?" at the Financial Management Association Conference. Additionally, Drs. Carney, Graham and Morrison will attend conference, participating in the sessions and interviewing applicants for an open finance position.

Dr. Graham traveled to Beijing, China last May to attend the AACSB International

2007 World Class Practices in Management Education Conference.

Drs. Graham and Morrison will attend the Academy of Financial Services Conference in October.

Dr. Carney traveled to The University of Applied Sciences in Frankfurt, Germany, the *Institut National des Télécommunications* in Evry (Paris) France, and the Lazarski School of Law and Commerce in Warsaw, Poland during the summer. The purpose of the trips were to meet with the officials of these prestigious universities discussing improvements in the exchange of students and faculty and discussing the possibility of implementing dual graduate degree programs. Drs. Carney, Graham and others will host a delegation from the Lazarski School this fall to further these negotiations.

Dr. Graham visited Beijing Union University to discuss possible joint undergraduate and MBA programs.

Locally, Drs. Carney and Wolf traveled to Owatonna, Minnesota visiting the cutting edge training facilities at Federated Insurance. Federated has an excellent training program and is a strong supporter of the CBA and the UWL.

Dr. Graham continues to serve as the Interim Associate Dean spending most of her time in the Dean's Office, but still enjoying interacting with students as the instructor of FIN 485, the Finance capstone course.

Drs. Carney and Morrison serve as the Vice-Chairman and Treasurer, respectively, on the Marine Credit Union board. Last summer, they attended training seminars at the National Credit Union Conference in Las Vegas.

ECESP has ended. The East Central European Scholarship Program lasted for 14 years and brought over 200 scholars through a variety of UWL finance programs. These scholars were carefully screened according to their potential influence in their home countries. Many of these scholars now hold critical government and finance positions in both the public and private sectors. The immense success of this program is the result of the hard work and commitment of Interim Provost Colclough as the grant writer/program director, Dr. Carney, as the program academic advisor, Dr. Krueger as the program internship coordinator, the Small Business Development Center for coordination, and to the strong instructional support of Drs. Wolf, Aiuppa, Morrison and Graham.

Class Scheduling Information

January Term

Principles of Financial Management (FIN 355) will be offered during January 2008. The course will run January 7 through January 25, starting at 9:00 a.m. and ending at 12:30 p.m. There will be no class on Martin Luther King Day (January 21st). For more information about this course, contact Dr. Rob Wolf (785-6654) or stop by the Finance Department.

Spring Term Electives

A variety of finance elective courses will be offered during the Spring 2008 semester. From Group I of the Finance major, students may enroll in Advanced Financial Planning (FIN 400, Section 002) and Multinational Financial Management (FIN 440). Advanced Financial Planning is a new course covering a variety of personal finance topics such as mutual fund investing, taxes, life insurance, and retirement planning. The course is a requirement for the Risk and Insurance Concentration, but may be taken by any finance major with senior class standing. Currently, the only prerequisite for this course is completion of FIN 355. Multinational Financial Management is required of only international business majors and minors, however, many students can benefit from learning about the application of basic business finance principles in an international context. The only prerequisite for this course is completion of FIN 355.

From Group II, of the elective categories within the Finance major, Real Estate Principles (FIN 456) and Principles of Insurance (FIN 360) will be offered this spring. The real estate course will be an informative survey of real estate principles and practices, which also includes both the valuation and financing of real estate purchases. Guest speakers will include experts from the local real estate community. Field trips are also scheduled, to provide students with real world exposure to the issues that arise when buying, selling, and financing real property. The only prerequisite for this course is completion of FIN 355. In the Principles of Insurance elective course, students learn about a variety of risk management concepts, insurance industry practices, and common insurance contracts. Although the course is an introduction to risk management for the firm, some attention is given to personal insurance for the home, automobile, life, and health. The prerequisite for FIN 360 is completion of ACC 221.

The department is pleased that Andrew Temte and Tim Smaby will once again teach Advanced Financial Analysis (FIN 400, Section 001) this spring. This course offers the students the opportunity for advanced study of topics related to (1) ethics and professional standards, (2) investment tools, (3) asset valuation, and (4) portfolio management. Students will learn how to effectively analyze financial statements, apply statistical models, and evaluate both international and derivative securities. Completion of this course will also assist students in preparing for the Level I exam of the Chartered Financial Analyst (CFA) program. Enrollment in this course is open to undergraduate and graduate students, but only by consent of the department. Please talk with Dr. Krueger or Dr. Wolf if you have any questions.

Due to exceptional demand, the department will offer three sections of Personal Finance (FIN 207) in the spring. This course is a survey of personal financial topics including for example: budgeting, investing, and retirement planning. Guest speakers will include local experts in financial planning, insurance and other related professions. The course is open to all colleges with no prerequisites and is applicable to the General Education Program.

Summer School Offerings

The department plans to offer FIN 355 and FIN 390 during the summer session. Please consult with your advisor during scheduled advising times for advice and more information on the availability of these courses.

Advising and Registration

Advising SNAP reports will be emailed to finance majors around the beginning of November. Additionally you will receive an email from the Finance Department including pertinent advising and course scheduling information. After receiving the department email, you may sign up for an advising time on the schedules posted in the hallway outside the Finance Department offices. Be sure to bring your SNAP report with you to the advising session.

Temte Scholarships

These scholarships were established by Dr. Andrew Temte, of Schweser Study Program, the international leader in preparation materials for the Chartered Financial Analyst (CFA) examinations. The CFA designation is recognized internationally by employers and clients

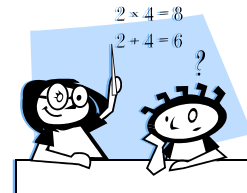
as a sign of the highest ethical and professional competence. Three Scholarship winners receive goods and services valued at more than \$2,000, including:

- A \$250 reduction in their spring tuition bills.
- Prepayment of CFA program registration and examination fees (\$1078).
- Schweser Study Notes and required readings (\$881).

Congratulations to this year's scholarship winners: Bradley Logan, William Wise, and Michael Wiza!!

Tutors & Other Assistance

If you need a little help to understand your latest finance assignment or lecture, we urge you to visit our tutors located in 406E Wimberly Hall. Jenna Bryngelson, Brandon Barlow, and Megan Lulling would be pleased to help you with your questions. Administrative assistance can be obtained from our program assistant, Mrs. Lori Komarek, whose office is in 404 Wimberly Hall.



Information Systems Department

Winter Course Offering

For the first time the Information Systems (IS) Department will offer one section of I-S 220 in the coming J-term for students who have difficulty enrolling in this course during regular semesters. Dr. Park will provide up to 33 seats in the section.

Spring Course Offerings

The Department will again offer 7 sections of I-S 220, providing up to 231 seats for the anticipated larger incoming CBA class. We plan to stay with our decision made in the past summer to discontinue using the computer testing tool, SAM, to evaluate Microsoft Office skills of the students. However, students planning to take this course should expect to spend substantial time and effort in learning many important subjects in information systems as well as acquiring

more advanced skills for mastering productivity tools. Dr. Wen will teach one section of I-S 300 and Dr. Park, one section of I-S 310. New I-S minor students should plan to take these two courses concurrently as they are pre-requisites of the follow-up required course, I-S 401, and offered in spring only. Again, Dr. Wen will teach the BUS 755 course alone in the coming spring and Dr. Kyung Hoon (Brian) Yang will co-teach BUS 731 with a faculty member from one other CBA department.

No other upper-division IS elective course is scheduled for next spring. Students who need electives for timely graduation are encouraged to take IS internships for credits, the IS independent study course, or qualified elective courses in the Computer Science Department or Management Department.

Student Recruitment

With the assistance of Educational Technology Services, Dr. Wen has completed a promotional DVD project that was funded by the UW-L Foundation in 2006. The 8-minute video features a brief introduction to the Information Systems Department at UW-L and testimonies of its high quality by nine very satisfied woman and/or minority alumni. Copies of the DVD will be made available in the Cleary Alumni Center, Students Advising Center, Admissions office, CBA Dean's office, and the Finance Department's office. A promotional website containing a streaming version of this video will be built and placed on the main IS server this semester, and potential IS students who are identified with the help from the Admissions Office will be invited to browse the site. In addition, the DVD will be shown to visiting high school students during our presentations in the planned Campus Close-up events.

International MBA Program

While on his sabbatical leave in Taiwan last year Dr. Wen also initiated the development of a 1+1 joint MBA program with two Taiwanese national universities: National Kaohsiung University of Applied Sciences (NKUAS) and National Kaohsiung First University of Science and Technology (NKFUST). A delegation from the NKUAS visited UW-L in April 2007 and signed a general exchange agreement with the University. Collaboration and negotiation for the academic program continued through summer, which resulted in the mutual agreement on the program recently. A second NKUAS delegation is scheduled to come to UW-L in late October to sign

the formal program agreement. Based on the keen interest expressed by students attending a recent information session held in NKUAS, it is expected that more than 10 Taiwanese MBA students will be on campus next fall. On the NKFUST side, program development has been slowed down by CBA's resource constraints. However, the collaboration continues and we expect to sign a general exchange agreement later in this semester.

Faculty Research Output

REFEREED JOURNALS

Park, Yangil. "In search of factors to online game addiction and its implications," forthcoming in Journal of International Technology and Information Management (JITIM), Issue 2, 2007.

Yang, Kyung Hoon. "An Empirical Study on the Unified Framework of e-CRM in Internet Shopping: Evaluating the Relationship between Perceived Value, Satisfaction and Trust," forthcoming in Journal of Electronic Commerce in Organizations.

Yang, Kyung Hoon. "Adoption of Information and Communication Technology: Impact of Technology Types, Organization Resources and Management Style," forthcoming in Industrial Management and Data Systems.

Yang, Kyung Hoon. "Measurement of the Digital Inequality in Remote Rural Areas: Case of South Korea," forthcoming in International Journal of Information Technology and Management.

Yang, Kyung Hoon. "Evolution of Web-Based Shopping Systems: Characteristics and Strategy," Journal of Electronic Commerce in Organizations, 5(4), 2007

CONFERENCE PROCEEDINGS

Park, Yangil. "An investigation of the impacts of user's perception toward RFID on privacy concerns," forthcoming in Decision Sciences Institute (DSI) Annual Meeting, November 2007, Phoenix, AZ.

Wehrs, William and Khandker, Wahhab. "The Model Laboratory: A Hands-on Experience for the Students of Intermediate Macroeconomics," Annual Meeting of the Midwest Economics Association (MEA), March 2007, Minneapolis MN.

Wen, Kuang-Wei and Yang, Kyung Hoon. "An Integrated Growth Model of Software Reliability Based on the Non-Homogeneous Poisson Process," The Sixth International Conference on

Information and Management Sciences, July 2007, Lhasa, Tibet, China. Yang, Kyung Hoon. "Comparison of the ICT Adoption Pattern: In the Case of Korea and the U.S.," The Sixth International Conference on Korean Management Information, June 2007, Seoul, Korea.

MANAGEMENT DEPARTMENT

Dr. John Betton, Management, presented a paper entitled "Learning for the New Economy: Management in a Changing World" at the Seventh International Conference on Knowledge, Culture and Change in Organizations" held at the National Management University in Singapore in July 2007.



MARKETING DEPARTMENT

Personnel News

The Marketing Department is pleased to welcome two new additions to our department and program.

Dr. Oliver Liu joined us this fall. Dr. Liu is originally from the Hongzhou area of China. His Ph.D. in Marketing was received from the University of Wisconsin-Milwaukee. Dr. Liu will be teaching Marketing Research in the undergraduate program, and will also be contributing to the delivery of our MBA program. His Office is in 318E in CWH.

Mrs. Lisa McClain-Sharp also joined us this fall. Mrs. Sharp is a UWL Finance graduate. She then completed her MBA at Grand Valley State University in Michigan. She has an extensive background in Industrial Marketing applications in both product and service related organizations. She is going to be teaching the Industrial Marketing course, and will also be contributing to the delivery of the Marketing Principles courses. Her office is in 318A CWH.

Please be sure to welcome both of them to the College.

The department is also pleased to announce that Dr. Stephen Brokaw was named a *Certified Global Business Professional* (CGBP) by the National Association of Small Business International Trade Educators (NASBITE). Dr. Brokaw was able to travel to Chicago in February to sit for the certification exam due to funding made possible by the CBA International Business Grant.

Course Offerings

Marketing will be offering a section (section 5) of MKT-309, Principles of Marketing, in an evening section in the Spring Term. It will be Tuesday evenings starting at 5:30 pm.

We will be offering MKT-309 during J-term 2008.

We will be offering MKT-309 in the First session of Summer 2008.

We would like to hear from students interested in taking MKT-444, Sports Marketing during the regular semester. In the past few years we have offered this course during J and Summer sessions. If enough interest is expressed by students we will TRY to get permission to offer the course in the Fall of 2008 term. Please see Dr. Brokaw, Department Chair, if you are interested.

SMALL BUSINESS DEVELOPMENT CENTER



The Certified Global Business Professional (CGBP) Series is a preparatory course for the CGBP exam and will again be offered by the Small Business Development Center in May 2008. In 2007, 100 percent of the business practitioners who completed the UW-L prep course, and sat for the exam, successfully earned the credential. In addition, four members of College of Business Administration faculty earned the credential: Barb Eide, Accounting; Stephen Brokaw, Marketing; Gail Gillis,

Management, and Lise Graham, Finance-Interim Associate Dean. The CGBP credential develops and fosters global business practices and is a nationally recognized international business credential. The CGBP Series helps participants eliminate mistakes that can cost companies significant money. In addition, it reveals methods to open markets, provide the necessary training to engage in global trade, and help individuals diversify skills in global commerce and gain a broad understanding of international trade.

STUDENT ORGANIZATIONS

AMERICAN MARKETING ASSOCIATION



Marketing for the Masses

Is marketing your forte? Then, the UW-L American Marketing Association is here to offer you a chance to get involved in a worthwhile business organization. Our members work to help the community, have fun through socials, and most importantly increase their professional development. Increasing AMA members' professional development is the board's hardest task and our most important.

Last year was capped-off by having thirteen members go to the AMA National Conference in New Orleans, LA. While at the conference, our club received two awards, an award for communication and one for fundraising. These awards displayed our club's success and growth. Last spring was also our first ever Alumni Panel, where we had six marketing alums speak before all business majors about their career paths in different marketing fields. This was an amazing event to really get to know past AMA members and network with them.

So far this year we are off to an amazing start. Our first meeting started us off with a big bang. We had over seventy-five people attend. Our focus for this year is to increase the professional development of our members through more speakers and business field trips. We plan to have a professional event at least every four

weeks, hopefully more, thus maximizing the exposure of our members to networking opportunities. Our first two speakers will be from Logistics Health and Ovation Marketing, respectively.

So if you are looking for a way to get involved and have fun, then consider AMA. Our meetings are every Wednesday at 5:30 in Cartwright 337.

BETA ALPHA PSI



Beta Alpha Psi (BAP) is a national honors fraternity for financial information professionals. Accountancy majors and I-S and Finance majors with an accountancy minor are welcome to join BAP. Students are eligible to become full members after earning 60 credits, obtaining a 3.0 GPA or better, and completing Intermediate Accounting (ACC 321). Students with 30 credits and a 3.0 GPA may have pledge status. BAP is an excellent opportunity to meet new people, interact with professionals, learn more about your career opportunities, enhance your resume, and get involved in the community through service projects. This year's members had the opportunity to attend the national convention in Chicago.

Meetings are held Monday evenings at 6:30 pm in 230 CWH. The meetings include speakers, social events, and community service outings. At the meetings students will have the opportunity to interact with professionals and gain knowledge about the business world beyond the walls of UW-L.

Look for BAP signs. If you are interested in learning more, visit our website at www.uwlax.edu/BetaAlphaPsi Come check us out!

BETA GAMMA SIGMA



In recognition of their outstanding scholastic records, the following students were elected to membership in the UW-La Crosse chapter of Beta Gamma Sigma in May 2007.

Dustin Bakalars
 Michael Brehm
 Thomas Burmeister
 Erin Carroll
 Kaitlin Dassow
 Jeremy Ellis
 Lisa Herfel
 Mathew Hesse
 Ryan Hoepfner
 Jonathan Longfield
 Sandra Matson
 Elizabeth Rindahl
 Matt Whalen
 Lindsey Winkler

Beta Gamma Sigma is the international honor society for students in business programs at schools accredited by AACSB-International. Students must be in the top 10% of their senior class, top 7% of second semester junior class, and top 20% of masters class to be invited to membership.

The induction ceremony was held on May 11 and featured a keynote address from Chancellor Joe Gow. Drs. Achenreiner, Brokaw and Keaton conducted the ceremony. This was the 23rd anniversary for the La Crosse chapter.

DELTA SIGMA PI



Delta Sigma Pi is a professional business fraternity that reaches out to all business majors on campus and should make its way onto the resume of every business major. Members of Delta Sigma Pi benefit in a multiple of ways. Along with being a resume builder, employers associate Delta Sigma Pi with experience, professionalism, and a distinct personality. Being a member of DSP allows you to build life-long friendships with fellow business majors as well as create valuable networking skills. The people that you make relationships with in DSP are the type of people you can count on whenever you have a problem. Membership to Delta Sigma Pi does not end when one graduates; it is a life-long membership in which alumni of DSP are always willing to help fellow brothers.

Almost 100 years ago, this co-ed fraternity prospered into a nationally recognized association that is made up of more than 200 chapters and over 200,000 collegiate brothers. The chapter here at University of Wisconsin-La Crosse consists of 69 active brothers and 32 pledges this fall semester. Together, the brothers and pledges get involved in many activities around the campus as well as the community. Activities around campus include professional events (guest speakers), resume building (learn how to build your resume), and "Prep for Success". To help the community, brothers and pledges take place in Adopt A Highway and other community service events such as helping out at Hill View Community Health Care Center. There are also social events that allow brothers and pledges to relax, have fun, and really get to know each other. DSP is one of the best things a business major can get involved in. To learn more about our fraternity visit our website at <http://www.uwlax.edu/dsp/>.

FINANCIAL MANAGEMENT ASSOCIATION



The Financial Management Association is an organization which fosters knowledge and exploration of careers in Finance and Economics. FMA provides many different options of careers through involvement with some of the top industry leaders in the world today. Additionally, FMA provides opportunities for career development and volunteerism. Each semester FMA has guest speakers from different companies come in and educate students about their jobs and their firms. Students are able to learn first hand the dynamics of the financial and economic fields of work. FMA is open to all business students, but emphasizes careers in Finance and Economics.

FMA Fall Activities

September 26th: Meet the Chapter Social, Big Al's Pizza 6:30 PM
 Oct. 10th: Career Expo Reception with Employers, 257 Cartwright 4:00 PM
 Nov. 7th: Speaker: Shawn Hanson, Marine Credit Union, CWH 122 5:30 PM
 Nov. 17th: Turkey Trot
 Dec. 5th: Speaker: To Be Announced, CWH 122 5:30 PM

We look forward to a great and productive semester and we hope to see you at the meetings. If you have any questions, please contact Desiree Hall at hall.desi@students.uwlax.edu.

CBA ADMINISTRATION

AccountancyDr. Barb Eide

EconomicsDr. Keith Sherony

FinanceDr. Rob Wolf

Information Systems Dr. Kuang-Wei Wen

Management..... Dr. Tom Kuffel

Marketing Dr. Stephan Brokaw

Director, Small Business Development CenterJan Gallagher

Assistant to the Dean.....Amelia Dittman

Interim Associate DeansDr. Lise Graham
Dr. Ken Winter

Interim Dean Dr. Bruce May

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